



Job Description

Job Element	
Job title:	Graphic Designer
Department:	Marketing
Reports to:	Marketing Manager
Location:	Office based in Derby or Worcester, some travel required.
Job summary:	<p>We are seeking an enthusiastic Graphic Designer to join our in-house Marketing team. Working in a small department to a defined corporate style you will be faced with a challenging yet rewarding opportunity to produce unique designs daily, including but not limited to; brochures, email campaigns, reports, invites, adverts, landing pages, infographics and more. With a full-scale business rebrand due in early 2019, the post holder will be responsible for the revision of all current documentation into the new corporate style. The successful candidate will be using their creative flair with the Adobe suite to expand Liaison's print and digital marketing collateral. This hands-on role would suit someone who has the motivation, and desire to work in a fast paced, professional environment.</p>
Key skills and experience required:	<ul style="list-style-type: none"> • Proficient user of Adobe Creative Suite including InDesign, Illustrator and Photoshop • Highly creative with an artistic approach to design, ability to ensure designs are unique and exciting • A good understanding of the graphic design principles • Ability to prioritise workloads and work on multiple projects simultaneously, sometimes to tight deadlines • Excellent written English skills with a high proficiency in grammar and spelling. • Excellent organisation and time management skills and a responsible attitude • Ability to express thoughts and ideas clearly, capable of presenting visual projects to internal stakeholders • Strong proof reading skills and the ability to spot inconsistencies across projects • Excellent attention to detail • Proficiency in Microsoft Word, Microsoft Power Point and Excel • Ability to work as part of a team or on own initiative • Experienced at working within or alongside a busy Marketing team
Profile:	<p>The ideal Graphic Designer should be a strong and competent designer with excellent attention to detail and a desire to deliver creative results. They should be proactive, reliable, focused and have a 'can do' attitude.</p> <p>They should be creative and methodical with a keen eye for detail; able to manage several projects simultaneously, while still maintaining high quality standards and to ensure all deadlines are met.</p> <p>Videography and photography skills would be advantageous but not essential.</p>
Principal Tasks and Activities:	<p>The post holder will be expected to undertake the following:</p> <ul style="list-style-type: none"> • Design and develop a range of digital, video and print media, complying with brand guidelines, to support and enhance the impact and reach of communications campaigns • Support the Marketing team to effectively manage and oversee use of the business brand identity, helping create awareness and support for the development of only professional, brand appropriate communications across the business • Work collaboratively with internal stakeholders, and fellow outsourced designers, actively seeking and offering constructive feedback on design projects • Create and edit webpages via a CMS

	<ul style="list-style-type: none">• Keep up to date with the latest design and marketing industry trends, sharing experience, knowledge and new ideas with the rest of the team• Support with the tracking and reporting of ROI on marketing activities• Further duties and responsibilities will develop during the role
Miscellaneous:	<p>In addition, the post holder will be expected to:</p> <ul style="list-style-type: none">• Undertake training and development deemed necessary for the pursuance of the post.• Ensure that Health & Safety is observed in the course of employment.• Comply with the contract of employment and company policies and procedures.• Comply with any reasonable requests which may be communicated by the company from time to time. <p>This job description does not attempt to define, in detail, all duties and responsibilities and may be subject to periodic review and alteration by the company.</p> <p>The Information Security Management System applies to the Liaison Information System and relevant assets incorporating recovery and compliance services to the public sector.</p>