

Content Designer

January 2024

Northern Group; property development, workspace, lettings and property management.

Do you want to join a successful and growing company? Due to expansion, a new opportunity has arisen for someone with a passion for all things design and content to join a market-leading group operating in real estate with a real entrepreneurial spirit.

We're looking for great people that are ambitious, creative thinkers and passionate about delivering experiences and places people want to live + work in. The Content Designer will work within the Marketing department, collaborating with all areas of the business to create engaging content solutions to solve problems, target new audiences, and bring people together.

Working closely with the lettings, sales and community team - you will be helping tenants find their next home, landlords and investors find residents, nurturing our commercial partnerships through engaging content and building a Manchester community people want to be a part of.

You will be passionate about building brands, pay attention to finer details, and act as a brand champion. This role will support the delivery of channel marketing concepts through disciplines such as graphic design, videography, content, and social media.

You will work closely with the Marketing Executive and report to the Marketing Manager.

Profile & skills required:

- Degree level qualification (desired).
- 2+ years of graphic design experience creating a multitude of assets including leaflets, digital screens, website visuals, leaflets and landing pages.
- Videography experience.
- A whizz on Adobe Creative Suite.
- A good skillset in video creation and editing engaging video.
- After Effects animation experience (copy) is a bonus.
- Knowledge of social media platforms and how to optimise content for Instagram, LinkedIn and TikTok.
- Good photography skills.
- Proven experience in creating content for websites and email.
- Experience writing copy for social and scheduling content (desired).
- You must be outcome-focused with a positive, collaborative and can-do attitude.
- An interest in and understanding of property/hospitality.

Jactin House, 24 Hood Street,
Ancoats Urban Village,
Manchester, M4 6WX

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You will be responsible for the following:

- Everything visual for the Northern Group brand and being a brand advocate.
- Creating compelling content that engages with the target demographic.
- Ensure content is designed in line with the wider marketing plan, following brand TOV and guidelines.
- Creating both graphics and video content for the website, paid, social and email marketing as well as physical assets for DM's, events and activations.
- Help to maintain the integrity of the brands within the group.
- Think creatively to support the development of content to elevate across all channels.
- Responsible for refreshing the content on own brand and partner sites.
- Creating all collateral for the wider teams to support with their initiatives.

What can you expect?

- A dynamic and collaborative marketing team.
- Cool coworking head office in Ancoats and across Manchester city centre.
- Your social calendar will never be fuller with weekly events, monthly meet-ups and annual weekends away.
- Dedicated training days and access to the Skills for Growth hub.
- Colony Card exclusive discounts at partner brands in and around Manchester.
- 25 days holiday + Bank Holidays (increasing with years of service).
- Working hours Monday to Friday, 9am - 5:30pm.
- A salary of £24,000-£27,000 depending on experience.

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