

In House Graphic Designer

March 2021

Key Responsibilities

Ensuring brand compliance across the company, taking ownership for the design and delivery of all digital and print assets. Working across Northern Group companies, including Colony (our coworking brand) as needs dictate.

1. Work closely with the relevant departments to collaborate and conceptualise artwork and project pieces
2. Create assets across multiple formats (digital, brochures, vinyl, hoarding, signage, stationary, social media posts, presentations, video etc.)
3. Work with our website developer to finalise our new website
4. Tweak design elements of the website as business' needs require
5. Maintain websites
6. Use a wide range of media, including photography, illustration, animation, and video footage
7. You will actively develop your skills in core design applications including, but not limited to, Photoshop, Illustrator, and InDesign
8. Follow our brand guidelines to deliver assets in keeping with the style and brand
9. Set and deliver realistic timescales for design activity
10. You will keep up to date on the creative sector, news, and events, and be motivated to share this knowledge on a regular basis
11. Awareness of emerging digital trends and integrate them into our ways of working
12. Create a photography portfolio to be used for marketing purposes (digital and print property listings, marketing brochures, social media content and website content etc.)
13. Create a design briefing process for all members of the business to follow
14. Come up with innovative concepts and ideas that promote the brand
15. Proactively seek to continuously improve the creative output within the business
16. Create design solutions that have a high visual impact within the constraints of cost and time
17. Ensure attention to detail and strong proof-reading skills to produce accurate and high-quality work
18. Act as a brand ambassador
19. Review customer and colleague experience ensuring brand application is on point
20. Create and update documents across our internal property marketing / management and accounting software (currently "Veco" and "Sage")
21. Update external portals to ensure our online presence is on brand
22. Design and produce social media content (Twitter, Instagram, LinkedIn, Facebook and You Tube channel)

This document details the main day to day responsibilities. The list is not exhaustive and there may be other tasks which are required to be carried out.