

Graphic Designer & Marketing Coordinator

Company	Walker Crips Group plc
Job Title	Graphic Designer & Marketing Coordinator
Department	Brand & Communications
Type	Full time Permanent
Location	London / Remote (Hybrid)
Salary	Dependent on experience
Closing Date	Open until filled

Aim and purpose of the role

To maintain, improve and revamp when required, the company's website, digital assets and print documentation. To help coordinate the company's marketing efforts.

Key Responsibilities

- Design graphics in-line with the Walker Crips brands, such as creation of print and digital marketing materials and web content;
- Visualise and execute conceptual ideas within guidelines;
- Work with in-house teams to ascertain needs and develop branding and marketing solutions;
- Transform concepts into descriptive visual materials in varying formats;
- Oversee work of vendors and adherence to internal schedules;
- Maintain company websites;
- Maintain company branding and marketing accounts on digital platforms;
- Liaising with internal and external agencies to develop print (e.g. quarterly packs, annual and interim reports), email and direct mail and events;
- Updating company documentation including policies and forms;
- Helping plan and execute the social media calendar.

Person Specification/Skills

- Artistic and creative;
- Ability to communicate with stakeholders at all levels within the business;
- Minimum intermediate knowledge of: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Premiere Pro, Webflow, Google Docs and Google Sheets;
- Intermediate knowledge of document creation software: Microsoft Word, Microsoft PowerPoint and Microsoft Excel.

Education & Experience

- A relevant design degree/degree-equivalent;
- Or A Level qualified with over 2 years relevant experience;
- Or over 3 years' experience working in a design role for a company or agency, including preparing collateral for print, digital and web development;
- Experience working to a brief and producing design content to a tight schedule;

- Experience developing and working on proactive marketing campaigns, running social media accounts or SEO and content marketing would be valuable;
- Knowledge of HTML/CSS is an asset;
- Knowledge of financial services is an asset.