

JOB DESCRIPTION

Job Title	Multimedia Designer
Reports To	Head of Strategic Marketing & Communications
Function	Marketing
Version/Date	2.0 October 2022

Job Purpose

Reporting to the Head of Strategic Marketing and Communications, the Multimedia Designer will be responsible for delivering creative and engaging online and offline content across a variety of projects. Your role will include supporting market engagement with the delivery of compelling visuals, videos, animations, and infographics to support us to bring future focused R&D products to market more quickly, to support our business development team when addressing their stakeholders and to help us to communicate with our audiences.

This will include visualising early concepts in collaboration with our engineers and business development team, preparing content for our digital channels in partnership with our Marketing and Communications Executive and delivering against artwork requirements for marketing assets and events. You will also work with our videography and brand agencies to optimise assets for different requirements.

This in-house role will provide an excellent opportunity to be involved in a variety of projects for an international audience base, working alongside a well-established and supportive team. Your work will be instrumental in helping us to test the market, to understand it and to shape what we do to deliver successful projects.

You will need to be able to establish good working relationships across the business including but not limited to, Business Development, Research & Development, and the Engineering team.

Key Responsibilities

1. Creation of standout and engaging creative assets (print & digital) to support brand and product communications for all channels. Including website, social, email, and digital print/print ads.
2. Development of early-stage visuals to help us to understand our customers' challenges and relevance of our designs.
3. Production of high-quality animation and video editing.
4. Support our digital content to engage our audience and support the BD team.
5. Working within the Marketing team to develop graphic concepts for all required marketing assets, ensuring that they are in alignment with the marketing/creative brief and that all assets are consistent and tell the story.
6. Ensure that all assets created are in alignment with the brand guidelines, brand character and that they uphold the brand standards.
7. Bring graphics and marketing industry best practice inhouse to ensure assets created are to an exceptional standard and are fit for purpose.
8. Working with the wider marketing functions to develop design solutions to meet business requirements.
9. Understanding and interpreting briefs from the Senior Management team.

10. Attend meetings to discuss expectations and desired outcomes including presenting draft proposals.
11. Exploring new trends and techniques with the intent of strengthening the marketing team.
12. Maintain strict deadlines and prioritise workflow accordingly.
13. Other related duties as assigned.

Skills/Experience

- Have full knowledge of working with the Adobe suite (InDesign, Photoshop, and Illustrator).
- Proven experience working with animation graphics and systems.
- Unreal or Unity experience is highly desirable.
- Proven experience within a Graphic Design position with a focus on both print and digital.
- Confidence to present and explain ideas to colleagues.
- Excellent communication skills to interpret and negotiate brief internally.
- Accuracy and attention to detail when finalising designs.
- Ability to conceptualise visuals based on project requirements.
- Organised, self-motivated team player with excellent collaboration skills.
- Knowledge and experience of digital graphic design for all digital platforms
- Understand the commercial value of graphic design.
- Experience of working/worked as part of a multidisciplinary team.
- Be willing to learn and develop new skills along the way.
- Degree in Graphic Design or equivalent would be desirable.

Personal attributes and other requirements

- Creative flair, originality, and a strong visual sense.
- A positive and proactive attitude.
- Being open to feedback and willing to make changes to your designs.
- As a defence contractor, we have a number of security obligations placed upon the Company, which means that all our staff, must be able to successfully achieve the relevant security clearances.

Working Conditions

Primarily office based (Newcastle upon Tyne)