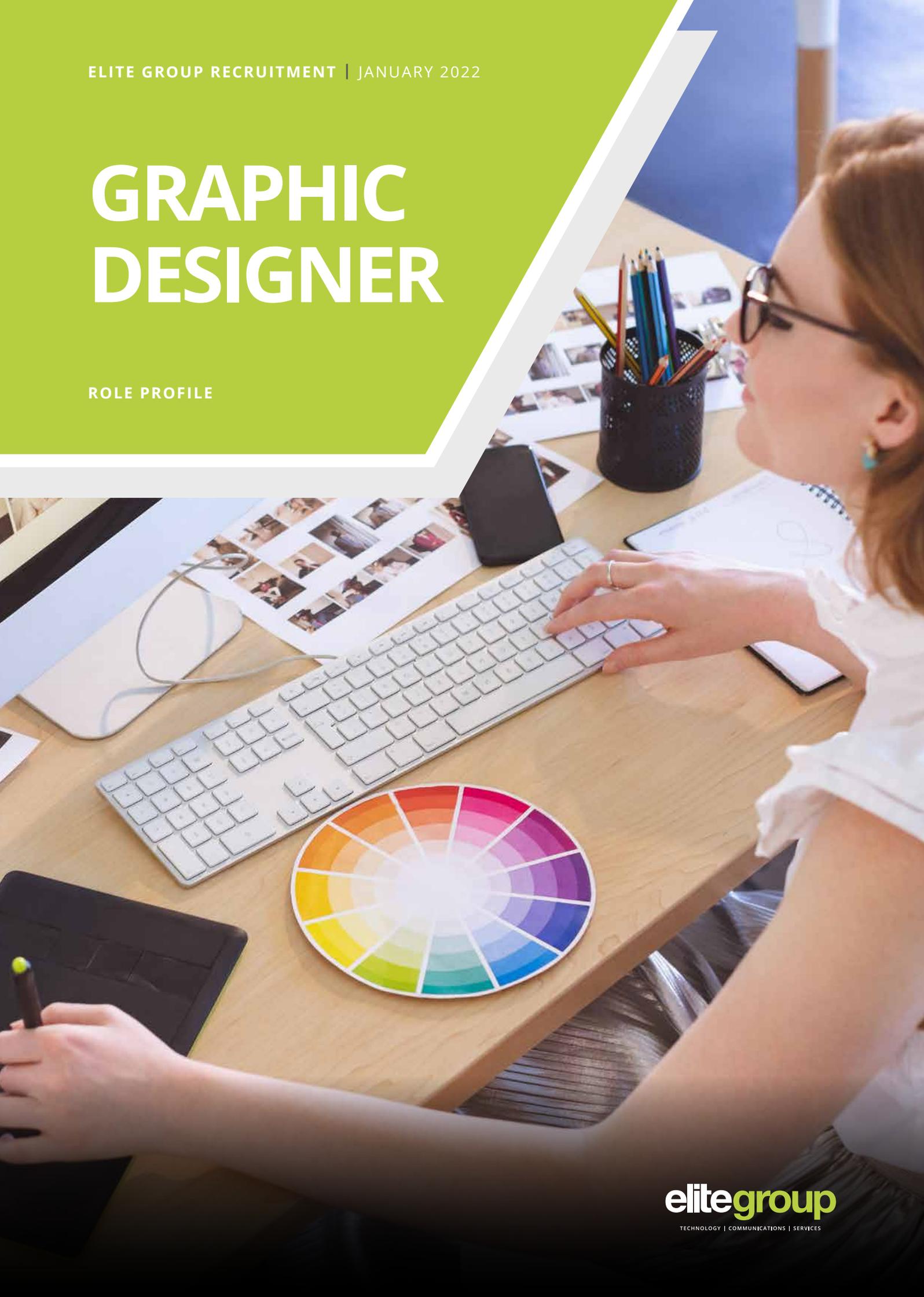


ELITE GROUP RECRUITMENT | JANUARY 2022

GRAPHIC DESIGNER

ROLE PROFILE



ABOUT THE ROLE

JOB TITLE

Graphic Designer

JOB LEVEL

Team Member

REPORTS TO

Head of Digital

LOCATION

Douglas, Isle of Man

SALARY

Depending on experience

THE ROLE

We're looking for a creative graphic designer to join our dynamic Digital Marketing team. The ideal candidate will have a passion for graphic design and visual communication and be able to work well in a creative team.

Working closely with a team of Account Managers, The Graphic Designer will be responsible for creating visual assets for a range of companies serviced by Elite Comms Group, each with their own unique brand and visual identity. Whilst projects are led by account managers, the Graphic Designer will be responsible for managing their workload effectively and working to deadlines.

The successful candidate will have experience creating and delivering compelling visual content, whilst adhering to and exemplifying brand guidelines. They will be able to create collateral for different brand audiences (for example, B2C and B2B) in a variety of styles and purposes including:

- Static social media graphics
- Animated GIFs
- Infographics
- Brochures, flyers, whitepapers, and case study documents for digital and printed distribution
- Animated promotional graphics
- Billboards, banners and large-printed media
- Digital screen displays



If you enjoy a fast-paced and dynamic working environment with opportunities to gain new skills, confidence and industry-specific knowledge, this role may well be the perfect fit for you.



DAVID GABBITAS
HEAD OF DIGITAL



DUTIES & RESPONSIBILITIES

Reporting to the Head of Digital, the key activities and responsibilities of the role are as follows:

ACTIVITIES

- Working to a brief as outlined by the Account Manager
- Following design direction provided by the Account Manager, Client or Head of Digital
- Working efficiently and effectively within a creative process, managing and prioritising personal workflow and maintaining ongoing communication with Account Managers
- Working with existing brand guidelines to create content
- Creating and maintaining a library of creative templates in order to ensure brand consistency, improve workflow efficiency, and reduce working time for recurring content
- Collaborating with members of the creative team to increase digital creativity and productivity
- Working with the Account Managers to continually improve content performance for both SEO rankings and social media engagement
- Actively participating in team discussions, providing insights, contributions, and feedback regarding ongoing digital marketing strategies and campaigns
- Creating assets for animated videos
- Staying up-to-date with design trends, best practices, and creative technologies
- Assisting with the maintenance and organisation of the team's media library
- Preparing files for digital and print distribution
- Ability to take creative projects from initial concept through to final delivery
- Developing concepts, graphics and layouts for product illustrations, company logos and websites
- Reviewing final layouts and suggesting improvements if required
- Ensuring brand guidelines, kits and assets are up to date
- Creating branded templates and assets to be used by clients directly
- Spotting opportunities to develop brand assets in order to support each client's unique brand story and visual identity
- Understanding our customers' unique needs in order to create engaging content that supports and communicates each brand's unique message



WHAT WE'RE LOOKING FOR

The person specification, skills, knowledge and competencies required for the role are as follows:

ESSENTIAL

- Working knowledge of Adobe Creative Cloud, including Illustrator, InDesign, Photoshop
- 1-2 years' experience in a similar role
- Ability to prioritise work effectively, and deliver high-quality work to deadlines
- Creative ability to devise and deliver compelling visual content
- Experience working to brand guidelines
- Demonstrable experience creating and delivering branded content across multiple channels
- Excellent written and verbal communication skills
- High level of accuracy and attention to detail
- Ability to create animated GIFs
- Demonstrable knowledge of digital and traditional marketing methods and channels
- We will require applicants to provide a digital portfolio along with their application. Applicants may be required to complete a competency assessment task as part of the interview process.

DESIRABLE

- Experience in creating and developing wireframes for website design. A working knowledge of Adobe XD would be advantageous
- Experience with motion graphics and animation. A working knowledge of Adobe Premiere Pro and Adobe After Effects would be advantageous
- A degree in Design, Fine Arts, or a related field, or equivalent experience in a creative discipline
- An understanding of marketing and communications



ABOUT US

As a leading technology provider, we help businesses to embrace technology through the delivery and management of IT and communications services.

Our team works together to deliver outstanding customer service and our customers inspire and drive us to look for new ways to keep their business seamlessly connected.

“*We know that any business is only as good as its people. We've recognised that from the very beginning, and we will always put the wellbeing of our people above everything else.*”

ELITE GROUP

We are proud to have over 200 talented, and highly-skilled employees, but we are on the lookout for even more talent. Fearless leaders, innovators, change makers, and enthusiasm—these are the qualities we're looking for. If you have what it takes, why not come and join the Elite Group team.

OUR PLEDGE

Here at Elite, we always welcome individuality. We guarantee that your differences will be valued and encouraged, because after all, that's what makes us a better Elite. From diversity to creativity, we nurture every form of talent no matter your race, gender, age, religion, identity or experience. Our recruitment process ensures diversity and inclusion are more than just words, they are our guiding principles.



OUR VIRTUES

THINK CUSTOMER

1. Demonstrate the drive and ambition to continuously exceed customer expectations.
2. Provide the best customer service and gain feedback on customer experiences.
3. Develop and maintain a firm understanding of the customer journey with Elite, taking into account knowledge of products, services and Elite's unique selling point.

THINK IMPROVEMENT

1. Challenge business norms and continuously look to improve our processes and procedures with customer experience in mind.
2. Actively contribute to the development of processes and procedures by supporting and adapting to change and voicing innovative ideas.
3. Ability to use your initiative and take ownership in relation to problem solving.

THINK AHEAD

1. Demonstrate a prepared and organised approach to a wide range of tasks, meeting deadlines and working unsupervised.
2. Prioritise customers' needs paying particular attention to the wider impact of actions on both the customer and other areas of the business.
3. Exhibit a proactive as opposed to reactive approach to tasks.

THINK COMMUNICATION

1. Ability to effectively distribute complex technical information to customers or relevant departments in a simple and accurate manner.
2. Demonstrating face to face communication skills and the confidence to challenge where appropriate.
3. Be open and transparent in relation to goals and deliverables both internally and externally.

THINK TEAMWORK

1. Ensuring a quality and unique customer experience and journey by working as one team with Elite's goals in mind.
2. Support colleagues by sharing best practice and knowledge to ensure team over individual success.
3. Support our 'One Elite' vision by removing communication and skill barriers between departments and contribute to the overall success of the business.

APPLY NOW

GRAPHIC DESIGNER

www.elitegroup.im/careers

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