

**Job title:** Graphic Designer

**Department:** Creative and Design

**Report to:** Creative Director

**Salary range:** £24,000 to £28,000 p.a.

**Location:** 14 Berry Moor Court, Northumberland Business Park, Cramlington NE23 7RZ (We are moving to this address on 17 December 2018)

**Working hours and contract:** Full time and permanent position 37.5 hours per week

## Background to company

We are Horizon Works... An international B2B marketing agency. We work with ambitious and fast-growing innovation and technology led manufacturing and engineering businesses that are creating solutions of worldwide importance. We help them tell their stories in clear and compelling ways, reach global audiences, and deliver marketing campaigns that are data driven, sales focussed and accelerate growth.

We lead with strategy and insight to drive your business goals and deliver campaigns that are fully integrated across marketing, PR, communications and digital. We've worked with some incredible manufacturing and engineering clients over the years operating across a range of complex industries including automotive, defence, technology, energy, life sciences and chemicals.

## Our culture and values

At Horizon Works we focus on developing marketing careers and we have a strong team ethic embedded into our business culture. We have the perfect blend of individuals who have different backgrounds, skills and personalities and who all live and breathe our culture, values and ethos. We also all have one thing in common – a passion for delivering outstanding marketing – and this shows when we pull together to deliver client work and generate results.

Our values are at the core of everything we do as a team and this is what makes it a fulfilling place to work, and why our clients love working with us. The core values that drive everything we do here at Horizon Works are:

- Collaborative working - as a team, with our clients and with our industry partners.
- Subject matter experts - a deep industry knowledge of the manufacturing and engineering sectors, as well as all areas of marketing!
- Do things with passion - we love what we do and who we work with and have a passion for the manufacturing and engineering sectors.
- No-nonsense approach - we're straight forward, open and approachable and keep things simple!
- Always innovating - in everything we do.

**To find out more about** Horizon Works visit: <https://horizonworks.co.uk>

## **Main purpose of job**

As Graphic Designer, you are responsible for the delivery of a range of creative projects for clients and Horizon Works, including:

- Creating and executing creative design projects and campaigns including front end website visuals, digital marketing assets, social media graphics, infographics, animated gifs, brand development and marketing collateral.
- Supporting in the delivery of client projects to a high standard, meeting agreed project objectives, deadlines and budgets.
- Supporting the implementation of Horizon Works' brand and image including the ongoing management of our website and development of sales and marketing materials.
- Supporting in the development of digital and creative ideas for clients and input into pitch and sales materials and presentations for Horizon Works.
- Developing strong relationships with clients, potential clients, colleagues and partner/supplier companies.

We are looking for a talented, passionate and highly creative professional who can shape our clients' creative campaigns, come up with brilliant ideas, develop targeted campaigns and create compelling designs that will position our clients as leaders in their markets and ahead of their competitors. Horizon Works is a fast-paced and dynamic environment. Our team are specialists in all areas of marketing and are passionate about delivering the best results for our clients.

## **Core responsibilities:**

### **Delivery of client work**

- Liaise with clients / account management teams to scope and agree digital and creative briefs and requirements.
- Deliver clients' creative projects including digital design activities, front end website visuals and digital marketing assets and project manage animation, video and photography projects.
- Continuously think of creative ideas and concepts and research client sectors, markets and competitors and industry trends for inspiration.
- Provide regular updates and feedback to the account management teams.
- Present work to clients and explain concept to execution and rationale.

### **Delivery of Horizon Works digital and creative projects and business development**

- Deliver our own creative marketing activities including campaign materials, sales presentations, proposals, advertising and direct marketing from start to finish.
- Continuously think of creative ideas to move our campaigns and marketing forward, researching our sector, clients, competitors, industry trends for inspiration in everything we do.
- Ensure the Horizon Works brand and image is consistent across all our internal and external materials, on and offline.
- Develop our sales materials and new business proposals, continuously developing them in line with brand.
- Support in the creation of proposals for new business including ideas and concepts for pitches and presentations.

## **Continuously focus on company and personal development**

- Establish and maintain a programme of continuing personal and professional development.
- Continuously keep ahead of digital, design and marketing trends by spending time on R&D which will support both the company and our clients.
- Provide insights to the team on new trends and ideas – use across blogs/social media.
- Represent the company in a range of internal and external activities including networking, events, client meetings, prospective client meetings.

## **Candidate Profile:**

### **Education, Formal Qualifications & Experience**

- At least 3 years in a graphic design role.
- A Levels, HND, BA (Hons) or equivalent qualification in Design/Digital.

### **Work Experience/Background:**

- Experience in generating ideas and concepts for clients – and being able to present them.
- Experience in the full creative process from initial brief, concept to launch and delivery.
- Experience in a full range of creative digital projects including front end website development and digital campaigns.
- Impressive portfolio demonstrating experience in creativity and working on multi-disciplinary digital projects.

### **Specific Skills, Aptitude, Knowledge:**

- Have big ideas and a strong conceptual imagination.
- Ability to prioritise and manage workload effectively.
- Ability to develop relationships with colleagues and be a flexible team worker as well as work independently.
- Ability to work under pressure and meet tight deadlines.
- Strong capability and fully confident in using the Adobe Creative Cloud Suite including InDesign, Photoshop and Illustrator.
- Strong design, layout, and typographic skills.
- Experience of designing traditional print marketing including brochures, flyers, banners etc. and digital marketing materials including email campaigns, website front end design, digital banners and adverts etc.
- Experience with aftereffects, animation and creating Motion graphics.
- Proficient in using Microsoft Office programmes.

### **Key Attributes:**

- Self-driven, results orientated and a clear focus on high standards.
- An exceptional eye for detail and the ability to accurately prepare files for web or print.
- Creative and inspiring – and up to date with latest trends in design and digital.
- Energetic, motivating and fun to work with.
- Able to work under pressure in a fast-paced, deadline driven environment.
- Responsible, accountable and determined to succeed.

## **General**

The content of this job description is not exhaustive and there will be an expectation of flexibility in undertaking responsibilities in keeping with the needs of the business and in accordance with the overall business strategy.

## **Interested?**

Send your CV along with your design portfolio (web link or pdf) showcasing the best examples of your work to [hello@horizonworks.co.uk](mailto:hello@horizonworks.co.uk)