

## Job role: Creative Designer (Mid-Weight)

### Term: 12 Mth Contract

#### Reports To

The Creative Designer will report to the Marketing Campaign Manager.

#### Job Overview

The OR Society is a not for profit membership organisation which aims to give its members the resources they need to thrive in their analytical careers. Members can enhance their knowledge and personal development through our rich resources of publications, journals, national events, conferences, training courses and regional networking groups. We promote and nurture public understanding of operational research and the value it can add across a wide range of sectors including industry, business, government, health and education.

The Creative Designer will work with the Marketing Campaign Manager to effectively deliver a variety of assets across print and digital formats including conceptual design, event design, promotional marketing materials, visual imagery for websites, social media content and print editorial.

This is a great opportunity to showcase and enhance your skills across a variety of mediums. As part of the Society's marketing and communications team, you will need to be able to contribute your ideas and conceptualise and develop campaigns, this role will also include some general marketing duties. You will work closely with internal teams to understand briefs and meet their requirements, executing high quality and creative design assets.

#### Key responsibilities

Responsibilities will include but are not limited to:

- Production of design concepts and development of creative assets that work effectively across print and digital formats.
- Print design including the design of the ORS's monthly membership magazine and publicity materials for use at events (leaflets, banners etc).
- Digital design including assets for use across our website, social media, paid ads, etc.
- Creation and editing of video content to be used across social media and website.
- Website concepts and updates using Umbraco CMS
- Creation of designs for branded promotional materials.
- Creation of animations and infographics.
- Creation of design concepts that would work on email.



## Skills and experience

### Essential

- Passionate and enthusiastic creative designer.
- Knowledge of marketing principles and terminology.
- Demonstrable experience and mix of skills in print and digital media.
- Solid Knowledge in Adobe Creative Cloud Apps (especially Photoshop, Illustrator & InDesign), Adobe Premiere (or similar).
- Knowledge of the print process.
- Knowledge of Mailchimp or similar email platform.
- Understand UX / UI to improve customer journey, engagement and ROI through effective design.
- Umbraco or similar CMS (content management system, backend editor)
- Strong HTML 5 and CSS knowledge.
- Creative design production experience within a fast-moving marketing and communications team.
- Strong communicator who thinks creatively, are detail orientated and able to explain and justify creative decisions.
- Understanding trends and proactively building skill set based on best practice and new ideas in the marketplace.
- Highly motivated and able to work on own using initiative to deliver agreed goals, also thrive in a collaborative environment.
- Must use own initiative and be proactive
- Excellent time management skills- working across multiple projects at any one time and delivering against deadlines.
- Impressive portfolio including examples of branding and page layout experience.
- Possess a commercial understanding of integrated promotional campaigns.

### Desirable

- Good knowledge of JavaScript and jQuery an advantage
- Good knowledge of video and animation software such as Adobe Animation and After Effects

In addition to a competitive salary, the successful candidate will receive a comprehensive benefits package that includes a pension, bonus, flexible working, 29 days holidays and much more.