

## Job Description

### Graphic Designer

**£25.5K-£28.5K DOE + Benefits**

Location: Leicester City Centre | Full Time | On-site

#### Summary:

We are seeking a highly motivated, creative, and focussed professional, who can provide professional and quality graphic design and artwork for print and digital and 3D events and communications.

This is an extremely varied role for someone who wants to really get involved with a wide range of clients and brands following brand guidelines and design briefs to create artwork for various large format print and collateral.

You will embody the agency's passion and attitude to get stuck in right from the start, working on in-depth projects from day one, utilising your excellent graphic design, web building and 3D visualisation skills - that allow the viewer/client to fully immerse themselves and begin their journey with a clear picture.

No two days at Associate events are the same! We need someone who revels in the challenge and diversity of the agency environment – and shares a passion and drive that matches the ethos, values and 'people specification' of our business. You will play an important part in driving our company and clients toward new creative opportunities and simultaneously help to take our business to the next phase of its development.

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#### Reporting Lines:

Reporting to: Senior Designer

#### Responsible for:

No direct reports

## **Responsibilities:**

### **Culture:**

- To uphold the company's values and working ethos.
- To ensure our four service objectives are met at every step for every project and client
- Aid the business in achieving all its 'key moments' in time and within budget
- Work with our supply chain as if they were part of our own business
- To aid in the positive promotion of the company on an external level

### **Operational:**

- Working as part of the creative team, responsible for contributing to all aspects of the customer briefs
- Working closely with events and communications teams, using their experience, and understanding of their customers to deliver effective, bespoke and creative design solutions
- Ability to generate outstanding conceptual ideas and take them through to final stages and execution
- Working to strict deadlines and branding requirements, using your exceptional skills and experience to design and layout creative elements that include brochures, PowerPoint presentations, digital mailers and graphics
- Creating and setting up digital and print-ready artwork – this could be anything from social media banners and email footers to large scale print, such as six-metre banners, roller banners, exhibition stand displays
- Liaising with printers and suppliers on production and ensuring timely delivery of materials
- Experience of 3D conceptualisation visuals of event spaces, environments and textures through to animations and final production artwork

### **Attributes**

- Awareness of the latest design trends, formats and how to make them appropriate for our wide-ranging client base.
- Passion to research and explore design projects, using inspiration from everyday life, art and culture to enhance and improve concepts.
- Willingness to work and collaborate with clients and the events and communications teams to create the scoped work
- Have a keen eye for detail
- Ability to work to tight deadlines, across multiple projects simultaneously and be able to balance workloads efficiently
- Excellent time keeping required
- Be able to manage your own workload whilst delivering to the agreed deadline using workflow management software

### **Essential Criteria**

- 2-3 years' experience in a Graphic Design / 3D visualisation role, in a multi-disciplined agency or in-house environment
- You will hold a multi-disciplined portfolio, showcasing projects in all areas of Graphic Design including branding, packaging, digital, 3D and web.
- A degree or equivalent in an applicable design-related subject

Essential software experience:

- Extensive design experience enabling the creation of innovative solutions for events using various software including Adobe Suite
- Design and art working processes/packages including Adobe Creative Cloud, particularly InDesign, Photoshop and Illustrator
- CAD software
- Microsoft Office

Desirable Criteria:

- Experience with Adobe XD or After Effects is also advantageous
- 3D animation software packages
- Web design, creation and build using Wix-Editor X software
- Proficient in Cinema 4D (or similar software)
- Mailchimp or other similar digital marketing software

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*No aspect, words or meanings contained within this Job Description / Advert form any part of a contract or guarantee of continued employment or associated terms between the company and the perspective employee.*

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## **/Contextualising the Job Description Above**

### **/ About us**

Formed in 2010, Associate Events (AE) is now a market leading events and brand management agency, that offers concept to delivery services in Events, Production, Brand Management and PR – our four pillars of delivery.

Under this suite of services, is a range of support services, including but not limited to, graphic design, social media management, venue sourcing, script writing, marketing, business development and visual design, event administration and technical delivery making Associate Events our clients' full-service agency.

### **/ Our People**

People are our most valued asset. We believe in building a professional team of people with exceptional skills and experience who are dedicated to the success and growth of our business.

We want to select you because your attitude, background, experience, and professionalism will make you a vital player in this team and that you will be able to add great value to the progression of the company.

We recognise that you will aspire to develop and grow in your role and in your career with Associate Events (AE). In this regard we monitor the progress of all team members, ensuring they are given the necessary training and development opportunities, whilst operating an open, transparent and supportive dialogue with our team. We believe in providing a competitive remuneration package and in recognising and rewarding outstanding effort and performance.

We also know that successful teams will thrive when they have a modern, safe, clean, and efficient working environment supported by developing and quality systems. It is a fundamental AE aim to provide this facility.

### **/Service Objectives**

There are good reasons that our clients wish to use an agency like us. However, we measure our service delivery levels by checking we have met the following objectives:

- Exceeded the clients initial brief and their objectives?
- Enhanced their output beyond which they could have achieved themselves?
- Added value to the project and the client?
- Reduced 'Internal' pressures to allow our client to be free to focus on their vision and their own role?

### **/ Our Market**

As our business continues to grow, form, mould, and shape, we need to understand our market and who are our clients are...

- Our Clients are businesses who deal in both B2B and B2C
- Our outputs are Events, Production, Brand Management, Marketing & PR

- All sizes & scales
- Meaningful objective-led comms and events

## **/ Sectors**

Some agencies work only within niche markets, but as AE has grown, developed and diversified – we have identified that our ‘core areas’ of work fall under the following sectors and we continue to try and concentrate our efforts here:

- Technology
- Sustainability
- Community
- Impact
- Leisure
- Professional Services
- Property and Construction

## **/ Our People**

We are a labour intensive and people led organisation – you are our business and you come first. We spend more time at work in a year than we do at home, and so for us having a team of like-minded people, is not only great for the business, the environment in which we work but also for those that work with us too. We believe that our people persona is reflected in the words below:

- Creative
- Dedicated
- Ambitious
- Results Focused
- Fun
- Professional
- Working to support both AE and our clients alike
- Aiming to add 5 times their salary / 5 times efficiency savings to AE p.a.