



JOB SPECIFICATION

Position Title: **Junior Graphic Designer and Marketing Assistant**
(Full-time/Permanent)

Reports to: **Marketing Manager**

As a Junior Graphic Designer & Marketing Assistant, you will collaborate closely with the Marketing Manager and wider department teams to understand project requirements, produce drafts, and refine designs based on feedback. You will also pitch creative ideas, contribute to design solutions, and ensure the quality and consistency of the final deliverables.

To be successful in this role, you should have a strong portfolio of print design and digital work, a keen eye for detail, and a passion for social media content creativity and innovation. You should also have excellent communication and teamwork skills, as well as the ability to work under pressure and meet deadlines. This is a varied role with plenty of scope to try different design disciplines and marketing attributes.

You will be responsible for creating engaging and impactful designs for print and digital media, such as point of sale materials, social media posts, video content and more. You will also be required to support our stores with marketing administration support.

Key Responsibilities:

- Participate in various design projects from concept to completion.
- Use Adobe design software and tools (such as Photoshop, Illustrator, InDesign, After Effects, Premier Pro etc.) to create print ready materials and digital assets.
- Produce final design solutions (such as monthly point of sale assets, promotional materials, social media posts, videos, website banners etc.)
- Pitch creative ideas and concepts to the Marketing Manager and Head of Sales & Marketing
- Collaborate with the Marketing Manager to receive feedback and improve designs.
- Use of CMS and mobile devices for creating, scheduling, and managing social posts and video content.
- Support our branches with POS requirements and monthly marketing administration support.
- Liaise directly with printers and external agencies.
- Ensure the quality and consistency of the final deliverables.
- Stay updated on the latest design and social trends and best practices for both.
- Additional projects when required.

Attributes/Skills Required:

- Degree in Graphic Design to include Digital / Video Animation or equivalent.
- A minimum of 1 years experience in a Graphic / Digital Design position.
- Proficient in the use of Adobe Creative Cloud software packages– to include Illustrator, Photoshop, InDesign, After Effects & Premier Pro

- Experience in creating engaging social media content for use on Facebook, Instagram and TikTok including creating and editing videos.
- Knowledge of design principles and techniques (such as typography, colour theory, layout, and working with brand guidelines etc.)
- Working knowledge of the Microsoft office suite.
- Ability to manage a high volume work load
- Ability to work well in a team and communicate effectively.
- Ability to work under pressure and meet deadlines.
- Attention to detail and quality.
- A willingness to learn and grow.
- Passion for health and beauty industry
- A positive and proactive attitude.
- Eligibility to work in UK.
- UK driving licence and access to car.

Desirable Skills:

- Two years experience in a Graphic / Digital Design position
- Previous Marketing administration experience

We reserve the right to amend criteria in order to facilitate shortlisting

Location:

Based at our Head Office, 74 Scarva Road, Banbridge, BT32 3QD/ working 40 hours/Monday to Friday 8.30am to 5.00pm.

Compensation:

The successful candidate will receive an attractive salary and additional benefits including; staff discount, pension and 20 days holiday plus 8 statutory days.

To Apply:

Applications should be made in writing accompanied by a current C.V. detailing why you believe you are suitable and how you meet the relevant criteria.

All applications should be forwarded to Corina Marshall, Head of Human Resources by email to HR@gordons-chemists.com or by post to Gordons Chemists, 74 Scarva Road, Banbridge, Co Down, BT32 3QD.

Closing Date: Sunday 5 May 2024