## NAPIT Group Graphic Designer

### Main Purpose of the Role

Develop and maintain print and digital content for the NAPIT Group in line with core objectives of the business in order to gain maximum revenue opportunities, brand exposure and reputation.

### Key Accountabilities

1. Pro-actively design, or assist with design, of NAPIT’s marketing materials, including, but not limited to;
   1. Print & Digital literature;
   2. Membership booklets, applications forms etc;
   3. Advertisements;
   4. NAPIT websites – existing and new;
   5. Branding creation;
   6. Email newsletters/bulletins/invitation graphics;
   7. Powerpoint presentations;
   8. Online web advertising;
   9. Social Media imagery, videos and GIFs;
   10. Publications typesetting and design support;
   11. The Competent Person Magazine design support;
   12. Exhibition stands and POS;
   13. Research – concepts, supporting images.
2. Assist, as required, the Marketing team with designing marketing materials or supplying supporting graphics or imagery.
3. Work as part of the Marketing team in a flexible manner, within reasonable time constraints as directed by managers.
4. Ensure through the proactive use of research techniques relevant concepts are provided for work and projects
5. Establish, maintain and develop relationships with in-house teams and external companies to fulfil design tasks appropriately
6. Maintain a shared library of logos, images and design files efficiently
7. Ensure correct use of brand guidelines are used by NAPIT and external partners
8. Ability to make decisions and prioritise workload in order to determine which may have a significant impact on NAPIT.

### Key requirements

**Essential skills**

* Proficient in the following software packages;
  + Adobe Creative Suite including but not limited to Indesign, Photoshop, Illustrator
  + Microsoft office including but not limited to Word, PowerPoint
* Image editing and retouching capabilities
* Have an understanding of artwork preparation for CMYK print
* Have a keen eye for detail
* Be able to take direction and work from own initiative

**Desirable skills**

* A degree or qualification in graphic design or relevant experience is desired but not crucial
* Portfolio of previous work will be required
* An understanding of the following software desired but not essential;
  + Adobe Premier
  + After Effects
  + Adobe Audition
  + Adobe Acrobat DC

### Relationship & Roles

* Demonstrate the ability to interact and cooperate with all NAPIT employees.
* Maintain professional internal and external relationships.
* Proactively establish and maintain effective working team relationships.
* Reports directly to the NAPIT Group Marketing Manager and Head of Marketing & Communications

### Salary & Package

* Salary to be discussed on application
* Full time position, 37 hours per week, 9am – 5pm, with 4:30pm finish on Fridays
* Westfield health membership – following 3 month probationary period
* Statutory 20 days + bank holidays + discretionary December office closure
* Access to People’s Pension