



Job Title:	Digital Graphic Designer	Position Type:	Full time – 37.5 hours per week
Department/Group:	Marketing	Location:	Harrow on the Hill, North West London
Level/Salary Range:	Negotiable – dependent on experience and skill and disclosed on application	Benefits:	Company Pension 25 days annual leave Fantastic office environment Regular team social events

Applications Accepted By:

E-MAIL : HR@CAMPAIGNMASTER.CO.UK **SUBJECT LINE:** ATTENTION: **DIGITAL GRAPHIC DESIGNER**

Job Description

ABOUT US

Campaign Master (UK) Ltd is a leading email marketing software and services provider. We provide robust, reliable online solutions for professional marketers to promote their business via email and online tools.

ROLE AND RESPONSIBILITIES

You will be working closely with the Marketing Manager whose responsibility is to promote and maintain the Campaignmaster brand to grow awareness of our business to result in market share. This is a very varied role, where you could be designing email templates one day and the next designing t-shirt branding for an upcoming event.

You'll be creating and publishing high quality, compelling graphic design and promotional content to make our business stand out in a crowded inbox and online content.

You will liaise with Application Support Consultants, Account Managers and even the technical team in the creation of content images. In your day-to-day work you will adhere to file/asset storage and management process to ensure that content is accessible to content groups and any other departments who may need access.

Responsibilities

- Responsible for the timely and accurate production of design for digital media output in accordance with brand guidelines.
- Designing compelling content – to create high quality graphic design for CMUK’s platforms that are appropriate for the target audience, including but not limited to: e-newsletters, blogs, social media posts and other marketing related output.
- Publishing accountability - to be responsible for the accurate aggregation, delivery, and publication of approved content for digital platforms.
- Working to Web standards - to ensure work complies with the technical, legal and quality developments affecting the platforms for which content is supplied.
- Working in cross-functional teams - to work with Support, Technical and Sales to ensure that each day’s output contains compelling design that effectively represents merchandising objectives and achieves the best customer experience possible.
- Assist in the development and production of email marketing campaigns.



- Design, build and order print publications and training guides.
- Source corporate branding merchandise for events and giveaways.
- Contribute ideas and suggestions for developing marketing plans and strategies with the Marketing Manager.
- Keep abreast of best practice email marketing design and development.
- Maintain a good knowledge of all company products and services.

QUALIFICATIONS AND EDUCATION REQUIREMENTS

To be successful, you will need to have a Graphics degree and/or equivalent experience of designing for web and interactive platforms. You will have an up-to-date on-line portfolio of current and past work. The candidate must be Mac and PC literate and is required to possess skills and knowledge of the following: Photoshop, Illustrator, and Dreamweaver, HTML, XHTML, CSS and Javascript.

PREFERRED SKILLS

You must be a pro-active person with a willing and can-do attitude. Have great organisation skills as managing a varied workload, so ability to prioritise effectively. An excellent team player with great interpersonal skills. Additional Notes: Ability to think and plan ahead with excellent attention to detail. Excellent communication skills both verbal and written.