

JOB DESCRIPTION

Job Title	Graphic Designer
Department	Marketing and Communications Department
Salary Range	Circa £34,000 plus competitive benefits
Reports to	Marketing and Communications Manager
Send CV:	To apply send your CV and cover letter to lizcallan@propertymark.co.uk

The Company:

Propertymark is the go-to organisation for property transactions and our focus is on helping people buy, sell, and rent their treasured homes. We help to protect and guide consumers in property transactions and all agencies displaying the Propertymark Protected logo meet higher standards than the law demands.

Propertymark is a membership organisation comprising several divisions and a sector-leading professional awarding body, Propertymark Qualifications. Members have to adhere to strict eligibility criteria and a code of practice and in turn, we provide resources, training, events and professional services to support the thousands of estate, letting and auctioneering agencies that are in membership.

Benefits of working for Propertymark:

- Healthcare cash plan
- Insurance cover, four times annual salary
- Five per cent pension plan
- Generous annual leave allowance rewarding length of service
- Corporate bonus to reflect business performance
- A variety of regular social events to help staff get to know each other, stay in touch, and have fun
- Easy access location with free parking, fruit, and refreshments with fully equipped break facilities

Job Purpose:

To provide design and visual marketing content to support the delivery of the Strategic Framework, KPIs and relevant Marketing and Communications strategies and plans.

To support Propertymark's brand delivery and development by producing engaging digital and print design, identifying and targeting audiences including potential and existing members and consumers, and promoting the business activities of member companies.

Main duties and responsibilities:

Communications

- Liaison with staff, external agencies, members, boards and committees to create effective design outputs

Web content/proofing

- Creating, amending and proof-reading web pages using a content management system to improve user experience and promote the company's activities
- Creating copy and visual content according to an existing framework
- Making ongoing improvements to existing pages

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Film and video editing

- Capture and edit film internally and externally to support the creation of video content for the website and social media utilising design skills to ensure the correct application of the brand is used throughout

General Business Development/Marketing

- Create and update a range of on and offline marketing and business materials per the Marketing Department strategy and organisational objectives
- Ensure the company brand is being used correctly both internally and externally
- Write copy for marketing and business materials
- Interpret design briefings from across the business, be the organisation's go-to person for engaging visual content
- Deliver resources for campaign work including membership acquisition and retention campaigns and PR activity
- Create marketing content in a range of formats including Adobe software, Canva, MS Office and DotDigital
- Respond flexibly to changing priorities
- Work with other departments to develop useful and engaging materials to support their work
- Work with organisational systems e.g. purchase ordering system for Finance
- Any other responsibilities or tasks as reasonably requested by the business

Key working relationships:

- Marketing and Communications team
- Commercial team
- Executive team
- Branding agency
- Print and merchandise suppliers

Essential job skills:

- Experience with Adobe design packages
- Visual skills in selecting appropriate images and designing layout
- Experience with a CMS and updating websites
- Initiative and proactivity
- Resourcefulness and innovation
- Excellent organisational skills
- Ability to prioritise a busy schedule, and work under own initiative and be self-motivated
- Good written, verbal and presentation
- Strong communication skills
- Attention to detail
- Good teamwork skills

Desirable:

- Strong copywriting skills
- Experience using Microsoft Office and Adobe Premier Pro
- Experience in creating editable PDFs
- Experience in a membership organisation
- Photography and filming skills

Education/experience:

- Educated to degree standard
- Degree in Graphic Design