**Junior Marketing Designer**

**Division:**        Moorepay Ltd - SMB Division of Zellis UK Limited

**Location:**          Manchester or Brimingham

**Reports To:**     Digital Marketing Designer

**Outline**

Fancy the opportunity to join a thriving brand marketing team at an established software business? Reckon you can ensure creativity and distinctinctivenss across all of our marketing assets? Obsessed with brand consistency? Keen to tell stories through video? We'd love to hear from you!

**The Team**

Our marketing team is split into four functions: Product, Marketing, Operations, Acquisition, and and Brand (note this role will sit in the Brand team, led by Amy, reporting to our highly experienced Marketing Designer, Kat).

You’ll be part of a very supportive culture; everyone will bend over backwards to help you (that’s a promise).

The discipline of marketing and individual professional development are very important to us. We have our own framework to support this and encourage a community of practice where marketers can learn and grow.

It’s fast paced here - we work hard and get a lot done. And we take time to celebrate our successes, e.g. with our much-loved quarterly kick off (a day of team-building activities with a sprinkling of silliness).

**Main Purpose of Job**

Moorepay’s Junior Marketing Designer is responsible for the delivery of high-quality visual content for our marketing assets and campaigns, to support the achievement of brand awareness and positive brand sentiment.

**Key Accountabilities**

* Creating visuals for our marketing content including guides, webinars, website pages and emails.
* Designing assets for our paid advertising including social media, display and media partner adverts.
* Ideation, filming and video editing to create compelling stories across both topical and product content.
* Designing our merchandise branding for our trade events.
* Working with the Digital Marketing Designer and Brand Marketing Manager to activate our brand and deliver creative campaigns and supporting assets and materials.
* Working with the marketing team to ensure the application of brand guidelines, design principles, consistency and creative distinctiveness across all of our assets.

**Desirable Experience / Qualifications / Credentials:**

* Strong knowledge of Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premier Pro, AfterEffects)
* Excellent knowledge of typography, layout, colour theory, and visual hierarchy.
* Good understanding of design principles for web, social media and print.
* Effective at communicating design ideas, managing multiple projects simultaneously and able to manage time effectively and contribute to team projects.
* Advantageous system experience includes WordPress, HubSpot, and Asana.
* Demonstrate the ability to be employed within the UK / EU and possess UK Bank account in own name.