# Mid Weight Designer

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| Job title | E.g. Mid weight Designer | Job family | TBC |
| **Grade** | TBC | **Reports to** | Senior Content Manager |
| **Location** | Hybrid – Watford and Peterborough | **Team size** | 0 |

| About the role: |
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| The Mid weight Designer sits within the Brand and Product Marketing team, that forms one of the four pillars of marketing (**Brand**, Product Marketing, Demand generation and Marketing operations). It is part of the Zellis BU marketing team.  This is a very exciting opportunity for a creative professional who’s passionate about visual storytelling, brand identity, and digital marketing assets to join the launch of a new brand that aims to disrupt the HR B2B marketplace. You will play a critical role in shaping how this brand evolves across multiple touchpoints, ensuring design consistency and engaging visuals that drive awareness, lead generation, and engagement. As part of the marketing team, you will collaborate with content, product marketing, social media, advertising, website pages, presentations, sales, and even event branding. You should have an excellent eye for detail and the ability to translate complex ideas into compelling visuals as well as the adaptability to work within a B2B brand that will be ‘brand new’.  We would ideally prefer someone who has some knowledge of AI design software as well as the traditional. |
| **Role accountabilities and responsibilities:** |
| **In this role your key responsibilities will be:**   * Help refine and evolve brand guidelines ensuring they are adaptable to new content formats and channels * Design digital marketing assets including LinkedIn, paid social ads, social media graphics, websites, email graphics, landing page visuals, to support enterprise sales and drive lead generation. * Support the launch of new products and features with compelling visuals, animations and explainer graphics that clarify complex concepts for an HR and business audience. * Design sales collateral (pitch decks, white papers, case study templates, one pagers etc) and promotional materials for webinars, conferences and thought leadership events ensuring strong brand presence at industry gatherings. * Design assets for website pages, blog graphics, landing pages and interactive elements that enhance user experience and drive conversions. Work with UX/UI designers and developers to ensure consistency. * Ensure cross-functional collaboration and innovations from interacting with copywriters, product marketers * Stay up to date with B2B design trends, HR industry aesthetics and competitor branding to continuously improve our creative output.   **Essential Skills/behaviours:**   * Strong understanding of design principles (typography, color theory, layout) * Experience with responsive design * Understanding of user experience (UX) principles * Basic prototyping abilities * Ability to photograph and video content for design * Established portfolio demonstrating versatility * Ability to work independently on projects * Experience collaborating with developers and stakeholders   **Critical competencies:**   * 3+ years’ experience in graphic design within a B2B or technology environment * Strong portfolio demonstrating brand identity work, marketing assets and digital-first design skills * Proficiency in Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects) Figma and Canva. * Ability to work and design powerpoint templates * Experience with motion graphics and video editing such as premier pro * Ability to design for multi platform marketing campaigns including social media * Basic understanding of HTML/CSS for web design collaboration |
| **Special circumstances / Other requirements e.g. travel requirements, working arrangements etc** |
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| About Zellis Group |
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| We are Zellis Group. The UK and Ireland’s leading provider of HR, pay, reward, analytics and people experiences.  Zellis Group consists of three companies - Zellis, Moorepay and Benefex - who provide services to different customers and have the autonomy to design and deliver products to meet their unique needs. We are three distinct and successful businesses, but there is power as a group.  Our overall purpose is to *power exceptional employee experiences so you and your people do better*.  **Our history**  We have over 50 years of heritage and industry experience – and we’ve been ahead of the curve throughout.  More than half a century ago, we were founded as Peterborough Data Processing. Quite a lot has changed since then – not least our name.  We were acquired by Northgate, becoming NorthgateArinso in 2007 and NGA Human Resources UK and Ireland in 2014, where we were joined by Moorepay. In 2018, the UK and Ireland division was sold to Bain Capital and now we operate as a standalone company.  After acquiring Benefex, we’re now even better equipped to serve the complex needs of our customers.  In September 2020 we launched Zellis HCM Cloud, the exciting next evolution of ResourceLink, our flagship payroll and HR solution.  **We’re proud of our culture**  At Zellis we work hard to create a culture where people want to join, belong to, and be part of a progressive organisation. We’re committed to recruiting and retaining a diverse and inclusive workforce that is representative of the customers we serve and the communities we operate in.  **Our values,** which were defined with input from all of our 2,000 colleagues, are not empty words on a poster. They reflect who we are, and how we operate as a business.  A screenshot of a computer  Description automatically generated |

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