

## Role Profile

**Job Title:** Designer  
**Department:** Marketing  
**Reports To:** Events & Media Manager

**Purpose of Role:** The designer will be responsible for creating visually compelling designs that effectively communicate our brand across various channels. This role involves collaborating with the team to develop creative assets for digital, social and print media, ensuring consistency and alignment with our brand.

### Key Accountabilities

- Design and produce high quality materials for internal and external audiences, including adverts, social media graphics, email templates and website visuals
- Collaborate to conceptualise and execute creative campaigns that align with company objectives
- Maintain and uphold brand consistency across all design projects
- Stay updated on industry trends and incorporate best practises into design work
- Liaise with stakeholders to ensure quality and accuracy of materials

### Qualifications:

- Bachelor's degree in Graphic Design, Visual Communication or related field.

### Experience:

- Proven experience as a marketing designer or similar role, with strong portfolio showcasing design work across various media.

### Skills & Competencies:

- Proficiency in design software
- Strong understanding of design principles, typography, colour theory and layout techniques
- Excellent attention to detail and keen eye for aesthetics
- Strong communication and collaboration skills.
- Ability to work independently and manage multiple projects.
- Experience of the financial services industry and supporting regulations including Consumer Duty, Treating Customers Fairly and Environmental, Social and Governance is preferred, however training will be given where required

### Our people embrace our values:

**Fair -** We are open minded and make unbiased, consistent decisions.

**Accountable -** We take ownership of situations so that our customers experience efficiency.

**Customer first -** We understand what our customers want and build strong relationships.

**Transparent -** We communicate clearly and concisely, ensuring that we are open with information.