

JOB DESCRIPTION

Job Title	Designer
Reports to	Marketing Director
Location	Warwick, CV34 6RZ
Salary	Competitive, depending on experience

Company information

Goodform is an innovative sports marketing agency and is focused on providing the very best service to our clients. We offer a professional, friendly and supportive environment with an open-plan office. Ambitious and hardworking, you will join a dynamic team and will have a key responsibility for enabling the business to reach its full potential.

Job Purpose

As a part of the marketing team, you will play a key role in the management and development of the Goodform brand across all channels. You will also play a central role in the development of marketing campaigns and digital projects, including email, website, apps and social, for Goodform's impressive client list. You should have a real passion for both design and sport.

Main Duties

1. Create key marketing assets for multi-platform use, both for clients and Goodform's own marketing requirements.
2. Design and develop Goodform marketing collaterals, as well as support on the ongoing development of the Goodform website.

3. Provide design support to the insight team, producing infographics to display results to clients in a clear and eye-catching way.
4. Design and develop 'best in class' email campaigns to fit with client briefs, using the most up to date techniques and with quality assurance to ensure that they are mobile responsive and working across all email platforms.
5. Design of websites, including wireframes, and a key focus on UX.
6. Manage workload to deliver to deadlines as agreed with the delivery and account management teams.
7. Support the delivery of monthly client reports and infographics.
8. Demonstrate a proactive approach to personal development and input into the PDR process.

Required skills, knowledge and experience

Essential

- At least 1 years' experience of working in a design-based role.
- Formal qualification in Graphic design
- High level of proficiency in Adobe Creative Suite (with extensive knowledge of Illustrator, InDesign, Photoshop and Dreamweaver).
- Propensity to learn new applications quickly and to a high level of competence.
- Able to design for all channels (from an infographic to a corporate brochure).
- Ability to understand client objectives and having the skills to convert ideas into attractive visuals.
- Detail-oriented with a strong emphasis on organisation, accuracy and execution.
- Ability to deliver on time and on spec consistently.
- Ability to work well both independently and collaboratively, and to prioritise effectively in order to manage concurrent deadlines.
- Clear and effective written and verbal communication.
- A proactive, flexible and friendly manner with the ability to build strong relationships both internally and externally.
- Knowledge of and a passion for the sports industry

Goodform Responsibilities

All employees have the following responsibilities:

Health and Safety

- To take responsibility for your own health, safety and welfare, ensuring compliance with Goodform's Health and Safety Policy, procedures and safe systems of work.

Training and Development

- To undertake all reasonable training, learning and development activity designed to support you in your role.

Diversity and Equality

- To be responsible for your own behaviour and act in a manner that avoids and discourages any form of discrimination or harassment; to comply with Goodform's Equal Opportunities Policy.

Vision, Mission, Goals

Goodform Vision

To continue to be the best CRM, insight and sports marketing agency in the UK

Goodform Mission

To always deliver an excellent service to our clients, providing engagement, insight, innovation and commercial growth in all we do

Goodform Goals

Goal 1 - To maintain and develop our client base to ensure continual growth in revenue and overall profitability

Goal 2 - To be recognised as the best agency provider of CRM, insight and marketing services

Goal 3 – To have in place the best suited and value for money systems, software and processes to underpin our future strategy

Goal 4 - To develop our people in an environment that is empowering and rewarding, and recruit skilled people that match our culture and values

Goodform Culture - the way we work

We are Goodform, united by One Vision – InGoodform

We are specialists in our field; confident and knowledgeable and always customer focused

We are a family business; welcoming and inclusive

We are proud, professional and passionate about what we do

We do more by being resourceful, flexible and dependable

We have a spirit of fun, enthusiasm and respect for each other

We have open communication and value all opinions

We live to our values – we have no fear, we take things on, we commit, we make a difference, we are stronger together and we are InGoodform

Values

No fear – confront issues and be confident, be responsible, be accountable, be courageous

Take things on – right here right now, be decisive, make the most of every opportunity, be proactive

Commit – with enthusiasm, with consistency and excellence, with honesty and integrity, with energy and vibrancy

Make a difference – lead the way, embrace change, be creative, be innovative, show your skills and expertise

Stronger together – listen, every person counts, respect and support each other, challenge positively, trust each other, share our knowledge

InGoodform – loving the sports industry, being customer focused, maximising the opportunities whilst managing the realities, growing in strength