

Makermet

Designer (Midweight) Job Description

September 2021



Job description Designer (Midweight)

Salary subject to experience

Contract Fixed-term (minimum 39 weeks), full time - 37.5hrs/week

Direct Reports 0

In the role of midweight designer in the Makermet team, you will work closely with the Creative Director to research, develop and deliver creative projects for all clients of the agency. You will be given creative freedom within the projects you work on as part of the team, and have the initiative to lead on projects and tasks without continuous direction from the Creative Director. You must have some experience across a variety of print and digital design practices.

You will also work directly with the Digital Marketing manager to plan and deliver assets for the pursuit of multi-channel, print and digital marketing campaigns.

Brand, Identity and Print Design

- Supporting the Creative Director with the development and prototyping of brand identity concepts, including original logo designs, typography and development of brand guidelines
- Creative layout of print design (business stationery, corporate and promotional literature, promotional items, basic packaging etc)
- Independently developing creative responses to briefs and project explorations
- Preparing presentations of creative concepts for delivery to client
- Undertaking print artworking and pre-press tasks as required, and contributing to creative print consultancy
- Preparing original illustrations and illustrated typography, by hand or with digital tools, to form client brand identity concepts, or for client's campaigns and collateral

Digital Design

- Supporting the digital marketing team and clients engaging with our creative marketing services, with the production of digital marketing assets for email, social media, websites and other platforms
- Design of client-branded digital presentation documents in PowerPoint, Keynote and PDF format and basic document templates in MS Word format
- Production of digital assets (Including vector/digital images, multimedia assets) for handover to technical developers
- Design and output of vector-based motion graphics via Adobe Animate and AfterEffects in HTML5 and video formats

Technology

- Maintain awareness of current industry best practices
- Investigate and experiment with new and emerging technologies
- Maintain filing systems on the studio network and cloud storage solutions to required standards
- Exploring and developing new design technologies and disciplines for the purposes of service innovation

Project Management & Communication

- Engage with existing workflow management practices, and assisting in the improvement and introduction of new workflow practices
- Contribute to the estimation of workload and project schedules

- Ensure that projects are kept within brief, budget and timelines
- Work collaboratively with subcontractors and ensure clear and efficient communications between the team
- Liaise with clients, where appropriate, for clarity, to assist in pitches and presentations, to troubleshoot technical issues and gather/respond to feedback
- Liaise with suppliers, where appropriate, for the specification and production management of print materials
- Attend meetings and conferences in the UK and Europe as and when required

New Business & Marketing Makermet

- Contribute to development of content for the forthcoming Makermet website update
- Prepare print and digital outputs for internal and promotional uses
- Contribute to the development and delivery of professional and academic talks and workshops
- Promoting the team's capabilities and take an active role in delivering pitches as and when appropriate


The job description is a guide - changes may occur as the business grows and new technologies or processes are explored.



Thank you.

We hope you'll consider joining our team.

If you have any questions please call the studio
directly on 0115 9587 950
or e-mail studio@makermet.com



Makermet

www.makermet.com

