JOB DESCRIPTION

This form summarises the purpose of the job and lists its key tasks.

It may be varied from time to time at the discretion of the RVC in consultation with the postholder.

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| Job Title: Marketing Executive – Design and Brand | Job ref no: PSD-0359-24 |
| Grade: 5 | Department: External Relations |
| Accountable to: Head of Marketing & Communications | Responsible for: N/A |

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| We are seeking a creative and detail-oriented professional to take on the dual responsibility of working on our brand refresh and designing impactful print and digital marketing materials. This role is ideal for someone who thrives in a dynamic environment and has a passion for brand strategy and creative design.  Job summary:     * Working with the Head of Marketing & Communications and Director of External Relations to guide the launch of the brand refresh strategy, ensuring alignment with RVC goals. * Conduct brand audits to assess current positioning and identify areas for improvement. * Design and produce engaging print materials, such as signage, brochures, flyers, posters and presentations in line with the refreshed brand identity. * Adapt designs for print and digital formats, ensuring high-quality outputs across various media. * Collaborate with internal teams, stakeholders, and external agencies to implement the updated brand vision. * Assist with implementing and maintaining comprehensive brand guidelines, including logo usage, typography, colour palettes, and tone of voice. * Communicate the refreshed brand identity across all internal and external touchpoints, including corporate stationery on print portal and other corporate assets ensuring   organisation-wide adoption and understanding.   * Monitor and evaluate the impact of the brand refresh through KPIs and stakeholder feedback. * Collaborate with other teams to conceptualise campaigns that align with the updated brand strategy. * Ensure all designs are optimized for their respective platforms (print, web, mobile). * Manage the production process for print materials, working with printers and vendors to ensure high-quality outputs. * Using existing templates, create various brand assets including pop-up banners, brochures, event programmes and magazine advertisements. |

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| **Competency: Experience**  **Key tasks:**   * Project management and design skills to create and manage timelines, budgets, and deliverables for the brand refresh process. * Proven experience of working in a creative team and delivering high-quality digital and print content. * Proficient with design software such as the Adobe Creative suite and related packages. * Strong organisational and project management skills, with the ability to manage multiple projects and deadlines. * Ideally an ability to artwork photography and edit images to maximise effectiveness in design. |
| **Competency: Communication Skills**  **Key tasks:**   * Clear articulation of Ideas to explain design concepts, colour choices, typography, and layout decisions in a way that non-designers can understand. * Use visuals, prototypes, or mock-ups to illustrate ideas effectively. * Advocate for creative choices by aligning them with the brand's goals and target audience. |
| **Competency: Teamwork and Motivation**  **Key tasks:**   * Clearly communicate the significance of the brand refresh and how it aligns with the RVC’s future. * Show enthusiasm and commitment to excellence. |
| **Competency: Liaison and networking**  **Key tasks:**   * Develop good working relationships with colleagues across the RVC. * Develop and maintain excellent working relationships with suppliers. |
| **Competency: Investigation, Analysis and Research**  **Key tasks:**   * Competitor Benchmarking: Create a side-by-side comparison of branding elements with top competitors. * Identify strengths and weaknesses in current branding elements. |
| **Competency: Service Delivery**  **Key tasks:**   * Be at all times proactive, efficient and professional in delivering internal communications around the RVC. |
| Flexibility: To deliver services effectively, a degree of flexibility is needed, and the post holder may be required to perform work not specifically referred to above. |