

Graphic Designer

Employer: East West Railway Company

Location: Milton Keynes

Basis: Interim

Role Summary: This is a new role; owing to an increase in day-to-day activity, we are seeking an experienced in-house graphic designer who can help shape and grow East West Rail's visual identity.

Reporting into the Company's Brand and Digital Manager, as the Company's first ever in-house designer you'll be responsible for generating creative ideas and polished executions which meet and exceed our standards. We're therefore seeking an experienced allrounder who enjoys variety; someone who know the ins and outs of design best practice and how to create concepts that are on brand and on time.

We're looking for someone with energy and confidence, who brings a proactive approach to pushing our brand's creativity further. Above all, you'll need to be a guardian of what makes something 'East West Rail', delivering engaging and clever ideas that reflect and enhance our brand.

You will be the main point of contact for all areas regarding graphic design, and you should be comfortable developing a wide range of materials for both online and offline campaigns/communications. You will have the help of an external design agency for larger and more strategic campaigns, and will be expected to set briefs and review their outputs.

Team dimensions: Reporting directly to the Brand and Digital Manager, as part of the wider External Affairs Team.

Given the early stage of the project, it is likely that the nature of the role will evolve as the project progresses. The team enjoys working collaboratively and you can rely on support when you need it.

Responsibilities and accountabilities

- Supporting the Brand and Digital Manager with developing and delivering a wide range of creative deliverables. This will include both printed and digital graphic design solutions. E.g. Infographics, booklets, illustrations, PowerPoint presentations, posters, animations, GIFs, videos etc
- Managing the day-to-day relationship with external design partner, who we will use when we need to scale-up for major campaigns and brand evolution activities. We will also use them for more bespoke activities which we do not have expertise for (e.g. filming, detailed animation).
- Working with stakeholders at all levels to ensure visual consistency across all of our digital and physical working environments
- Supporting with creating and developing digital design solutions for use on our intranet, website and other digital communication platforms
- Subject Matter Expert for providing guidance and direction on how best to visualise data, information, and key messages for the various target audiences and appropriate platforms
- Competent in proofreading, and where required, supporting the External Affairs team with copywriting throughout the design process
- Maintains strict confidentiality in all departmental and company matters
- Build trust and a positive legacy both internally and externally through consistent and clear creative communications internally, with our partners companies and supply chain.

Experience and skills

You will be a motivated self-starter with the ability form strong interpersonal relationships, excellent organisational skills and meticulous attention to detail.

- 4 years + of agency and/or in-house experience using Adobe Creative Suite (mandatory: Photoshop, Illustrator, InDesign / desirable: After Effects, Premiere) with a solid understanding of Microsoft Office (Word, Excel, Powerpoint)
- Excellent skills in typography and image composition
- Highly experienced in ideas generation with strong visualisation skills
- Good understanding of print and production processes
- Able to follow a project from brief to final artwork
- Ability to manage time and organise briefs
- Maintaining brand consistency and quality across all project
- Must have video editing skills
- UX experience is also preferable

Education and qualifications

Must have: (essential skills)

- Bachelor's degree or equivalent qualification

Briefed and agreed:

Name:	Signature:	Date:
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