

<b>JOB TITLE:</b>	<b>MARKETING ASSISTANT / ARTWORKER</b>
<b>RESPONSIBLE TO:</b>	Marketing Manager
<b>PURPOSE</b>	<p>Working alongside the Senior Graphic Designer and Marketing Manager, supporting all aspects of Fern-Howard marketing initiatives</p> <p>Initially a temporary 1 year position but with the opportunity to become permanent.</p>
<b>MAIN DUTIES AND RESPONSIBILITIES:</b>	<p>Artworking &amp; Design</p> <ul style="list-style-type: none"> <li>• Assisting Senior Graphic Designer in the creation of design and finished artwork for all printed and digital marketing assets, including catalogues, flyers, exhibition graphics, social media, direct mail and e-shots, POS and product packaging</li> <li>• Assist with website design</li> <li>• Adapting existing designs and concepts across multiple formats</li> <li>• Assist in the development of advertising and social media campaigns</li> <li>• Photo retouching and cut-outs</li> <li>• Create and update POS sales aides like flyers for our sales team</li> <li>• Manage processes to ensure the smooth running of creative production (print and digital)</li> </ul> <p>Marketing Assistance</p> <ul style="list-style-type: none"> <li>• Proofreading of all marketing assets</li> <li>• Maintain image asset library / marketing database</li> <li>• Creating and managing social media content</li> <li>• Updating content on company website within CMS</li> <li>• Generating and editing creative copy across all areas of marketing</li> <li>• Assist with implementing marketing campaigns</li> <li>• Assist with organising trade events and attending these events</li> <li>• Assist with market research</li> <li>• Monitoring of marketing campaign effectiveness</li> <li>• Other admin tasks and ad hoc duties as required</li> </ul>
<b>EXPERIENCE REQUIRED:</b>	<ul style="list-style-type: none"> <li>• Artworking and graphic design (print and digital)</li> <li>• Diverse portfolio demonstrating proficiency in artworking for business</li> <li>• Marketing and/or graphic design studies / qualification</li> <li>• Ideally some experience working within a creative / artworker role</li> </ul>
<b>SKILLS REQUIRED:</b>	<ul style="list-style-type: none"> <li>• Strong working knowledge of Adobe Creative Suit and MS Office packages</li> <li>• Knowledge of both digital and print processes</li> <li>• Social media literate</li> <li>• Web design</li> <li>• Copywriting and editing</li> </ul>

	<ul style="list-style-type: none"> <li>• Research and factfinding skills</li> <li>• Photoshop</li> <li>• Proofreading</li> <li>• Web content management / CMS</li> <li>• Oral and written communication</li> <li>• Organisational skills</li> </ul>
<p><b>PERSONAL ATTRIBUTES AND BEHAVIOURS:</b></p>	<ul style="list-style-type: none"> <li>• Creative flair with an eye for good design</li> <li>• Attention to detail</li> <li>• Able to grasp concepts and contents easily</li> <li>• Good communicator</li> <li>• Able to work under pressure, multitask several projects and work to tight deadlines</li> <li>• Highly organised and work methodically</li> <li>• Professional, punctual and reliable</li> <li>• Team player and able to build internal relationships</li> <li>• Competent and can use own initiative</li> <li>• Versatile and flexible</li> </ul>
	<p>The perfect multi-task role if you want to start your career in marketing and graphic design</p>