

DESIGN & MARKETING OFFICER

Sales & Commercial Team

Reports to Marketing Manager



Main objectives

To create and deliver compelling visual content across all marketing channels, with a focus on graphic design for both print and digital, while also providing support for digital marketing initiatives. This role requires a blend of creative design skills, brand guardianship, and collaboration to support the execution of effective marketing campaigns. The Design & Marketing Officer will work closely within the Sales & Commercial team and other departments to ensure brand consistency and to achieve marketing objectives.

Key performance indicators

- Projects are completed on time and within budget.
- Campaign objectives are achieved as agreed.
- Visual assets are delivered to brief, on time, and to a high standard.
- Effective support for digital marketing activities, contributing to overall campaign success.

Key responsibilities

Design and creative tasks - Design and implement ad hoc and routine assets for campaigns and projects across a range of disciplines and within brand guidelines. This includes taking the lead on design briefs, copywriting and sourcing images, generating creative ideas, and managing suppliers. Examples include brochures, in store signage, fixtures & fittings, sub-branding, packaging, and digital media assets.

Brand guardianship - Maintain brand guidelines, ensuring consistent application across all communications. Translate branding toolkit into different formats for internal and external stakeholders including training and guides.

Digital marketing support - Provide graphic design and copywriting support for digital marketing campaigns.

Marketing activities - Contribute to marketing planning and strategy, team collaboration and customer support.

Skills & experience required

- Strong graphic design skills with a portfolio showcasing expertise in both print and digital, and a solid understanding of design principles.
- Proficiency in Adobe Suite (Illustrator, Photoshop, InDesign) and MS Office
- Experience in print processes and production (from leaflets to signage).
- Experience with social media platforms, content creation, WordPress, Mailchimp and NiceLabel is desirable.
- Excellent attention to detail, a strong understanding of brand consistency and management, and the ability to generate engaging and creative ideas.
- Ability to work creatively, take initiative, manage multiple projects, and meet deadlines in a fast-paced environment.
- Good communication and collaboration skills.
- A commitment to our values and an interest in ethical and organic food.