



Role: Graphic Designer

Petram Digital is looking for an experienced graphic designer responsible for the development and execution of visual brand identity across all platforms and touchpoints. The Senior Graphic Designer will be responsible for resolving a wide range of design challenges ranging from presentation design, digital marketing materials, event production, and web assets. The goal of the Designer is to provide strong creative direction and point-of-view to the marketing organization and to maintain consistent visual design and messaging across all internal and external facing interfaces and publications, while improving the level of professionalism across all assets.

The Designer must be able to work in fast-paced environment, quickly and efficiently develop presentation decks, create new marketing and sales assets and have some experience with UI/UX for both in-product support and external communication. There should be a high level of data visualization and the ability to illustrate data and abstract concepts with compelling visuals. Reporting to the Director of Marketing, the Designer is a key member of the marketing team, providing design services across all parts of the company, tightly integrated with sales, product, technology, operations and marketing.

Location: London

What you'll be working on:

- Create and manage sales and business development decks including media and pitch kits.
- Train and support people in the company using Google Slides, Google Sheets, PowerPoint, and Excel.
- Create and manage visual design and messaging of all print collateral including media kits, signage, and advertisements.
- Create and manage production of marketing materials for events, including internal and external promotional, trade shows and other events.
- Manage visual and information design of web properties, ensuring accurate and consistent messaging appropriate to the site.
- Create social media content

Requirements:

2-3 years of in-house, corporate, or ad tech design experience.

Strong organizational, planning, and time-management skills, with a proven capacity to prioritize and perform time-sensitive tasks

Must be extremely detail-oriented, and be able to think strategically about both short and long-term solutions

Possesses superior problem-solving, collaborative, and decision-making skills

Ability to work independently as well within the team

Excellent communicator who can effectively share creative insights across all the company's teams while reporting regularly to executive and senior management

Understanding of marketing and public relations with experience managing campaigns, media kit development and other marketing matters

Strong understanding of hierarchy of information, typography, layout and colour theory.

Proficient in Adobe Creative Suite, Google Slide, Google Sheets, Microsoft Powerpoint, and Excel.

Portfolio presentation is expected, include URL to the portfolio website.