

LEDGER BENNETT

B2B Marketing - GE Lead Designer

Description

We have an exciting opportunity to join one of our B2B clients as a Lead Designer. We are in the early stages of developing major strategic initiatives and require a strong designer to lead the charge on the roll-out of a new creative concept and the fulfilment of a series of campaigns. If you have a passion for creating impactful, engaging and modern design work, you're just who we need.

A successful individual will deliver excellence in design across experiences and content materials, ensuring the successful roll-out of their new creative concept and elevating the quality of their design work across the business unit. You will be able to balance the need for delivering consistent and professional outputs across fundamental B2B marketing and sales enablement materials, with a need to come up with compelling, digital-first content and experience designs that push the boundaries of what the client has created to date.

Key Responsibilities:

- Responsible for the successful implementation & roll-out of the clients' creative concept and design toolkit, expanding the visual style and assets across the asset suite
- Responsible for creating, evaluating and updating content at all stages of the buyer journey
- Ensure content aligns with brand guidelines standards
- Take pride in the quality of the visual outputs being produced and act as quality control for the business unit
- Guide other designers who are producing work for the client and ensure their outputs are to the right standard
- Work closely with the content planner to ensure copy and design work cohesively
- Apply mobile and digital-first design techniques to ensure optimum user experience for customers and prospects
- Be imaginative and apply that imagination to the visual execution of content assets and experiences
- Design work will be required across the following applications:
 - Digital Communications, web pages, landing pages, apps and emails
 - B2B Marketing Content inc. whitepapers, eBooks, brochures, case studies, briefings
 - Video and animation storyboarding

Skills you need:

The required skillsets are twofold. First and foremost, you will be a solid visual designer, demonstrating crafted typography and graphic fundamentals. You are comfortable with creating visual content, comps for campaigns along with artwork and design for DM, graphics & social content. Secondly this should be mixed with a basic knowledge and understanding of UI design and approach. Occasionally the need for light video editing and animation can be required and knowledge in this area is also beneficial.

- Degree (or similar) in Graphic Design
- 2-3 years of experience in a professional design role
- A good knowledge of the Adobe creative suite (Photoshop, In-Design, Illustrator, After Effects)
- Advantageous if you have good knowledge in digital, UX/UI (Sketch, XD)

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- Your portfolio will demonstrate a range of work including B2B, all with rationale and evidence of the process behind them
- Strong in concepts, Social, OOH, layouts, branding, and digital projects
- Demonstrate pitching and presenting to clients
- 3+ years of experience with Adobe Creative Suite
- Excellent communication skills translating your ideas and inspiring clients
- Excellent eye for detail, consistency, and accuracy

What you can expect from Ledger Bennett

When you join Ledger Bennett, you gain access to some of the best perks in the business, not to mention working with some of the most authentic and innovative people. We've built out our benefits plan with them, and you in mind, so you can keep on doing what you do best, knowing that we've got you covered.

What can we offer you?

At Ledger Bennett, we are proud to offer some of the best benefits in the B2B marketing space.

- Uncapped Holiday Allowance
- A matched stakeholder pension plan, up to 5%
- A fully flexible WorkStyle
- A bespoke People Framework to ensure you have the right support, tools, and skills to carry out your role
- Full 4 x salary life insurance
- Choose your own IT, home office equipment
- Free and confidential anytime access to an award-winning Employee Assistance Program which includes, Free counselling, Financial advice, Legal advice
- Corporate Social Responsibility (CSR) activities (In 2021, we are partnering with Mental Health non-profits to support their goals; involving our team in mental health workshops, wellness Wednesdays, and more)
- Our Health and Wellness cash plan which includes Up to 100% money back for everyday healthcare benefits such as Dental, Optical and Physiotherapy, Children living at home and studying full time covered up to the age of 21 at no extra cost, Access to Ledger Bennett MyWellness, which offers additional services that help you take control of your own health

Why work for Ledger Bennett?

We believe that in the next 5 years Marketing, Sales and Customer Success functions will be replaced with a single Digital Revenue Team offering frictionless, transparent, recurring revenue growth. At Ledger Bennett you will implement best-in-class solutions and adopt new and emerging technologies. We are a well-established business of experienced digital professionals working in global teams to deliver data driven solutions to complex marketing, sales and customer success problems. We are growing rapidly with offices in London, San Francisco and Chicago.