

The Role

As a talented Marketer, you will support the implementation and delivery of activity through a variety of channels including content, Point of sale, email, social and SEO. This busy role will support multiple projects across a variety of disciplines and departments.

You will be co-ordinating the seamless delivery of a broad range of communications from start to finish as part of wider project teams. You will be process-driven and methodical in your approach with the ability to own planning projects and co-ordination. You will be tenacious and curious with a compelling need to deliver projects on time and on budget, with the ability to measure and evaluate effectiveness.

Based at our Ripley, Derbyshire head office and reporting to the Managing Director, the role will play an integral part in supporting the complete team is supplied with valuable marketing material.

This is an excellent opportunity for a creative and ambitious professional to join an organisation that leads the way in its sector.

The Company

Parksafe Automotive have been an established Automotive and Commercial supplier based in the Midlands of the United Kingdom for over 30 years. We are considered as being one of the leading suppliers to the industry.

Our brands Parksafe, Silent Witness, Elite and Safe Locks have become well known throughout the UK and Europe. We have developed a strong network of approved distributors and partners, all have been chosen for their high level of service and expertise.

Parksafe Automotive are looking for a Graphic Designer to join our team due to expansion.

Role responsibilities

- Create content for a range of material, including product guides, showcase documents and flyers
- To be responsible for the creation and delivery of digital content on our social media platforms and reply to the general public in a responsive, helpful and timely way
- To work with business owners and content authors to ensure that content and marketing meets its objectives, is optimised, accessible, usable, well maintained, current and accurate.
- Plan and develop site content, style and appearance ensuring the brand is promoted in a clear and strong way, allowing for accessibility and usability expectations in the user journey to be exceeded and the user experience to be enhanced.
- Activate and maximise marketing opportunities to include SEO, social media, content marketing, email delivery and automation to support both internal and external communications
- Using Google AdWords, Remarketing, Social Media sponsored updates to support and maximise marketing campaign coverage to boost user interaction

Knowledge

- Understanding of the key principles of marketing, online promotion and the commonly used digital media and relevant websites/channels
- Understanding the way photoshop is utilized to ensure effective design work is produced.
- Understanding of project management principles and experience of applying these principles to project work
- Thorough understanding of tools and techniques used in online communications, PPC, social media, SEO and email marketing

Essential Skills

- Good written communication skills and knowledge of design
- Think creatively and produce new ideas and concepts to fit briefs
- Adobe creative suite; InDesign, Photoshop, and Illustrator
- Working with various internal clients and teams to deliver against briefs
- Designing graphics and manipulating digital images
- Working on creative for two websites (Parksafe & Silent Witness)
- Design and develop responsive HTML emails and flash sites, social media campaigns and advertisements
- Optimising images for online use
- Keeping up-to-date with the latest developments in creative design
- Liaising with external media agencies from brief through to delivery
- Liaising with other, internal departments to ensure accuracy of work

How to Apply: Enclose your **Covering Letter** and current **CV** along with a **PDF Portfolio** of your work or website link.

- Job Type: Full-time
- Salary: Dependant on experience
- Hours of work: Monday-Friday 8.30am - 5.00pm
- 20 days holiday per annum Plus Bank Holidays
- Discounts on products across both companies
- Pension

Required experience:

- Minimum 3 years in a similar role