

Job Description

Penny Appeal is an award winning, international humanitarian charity delivering aid in over 30 countries including the UK. We pride ourselves in the work that we do and the aid we are able to deliver, from sustainable programmes internationally and locally as well as emergency aid responses. We also take pride in the people that support us externally and the ones that make things happen internally.

We are the fastest growing charity in our sector with a fast-paced working environment. When a crisis hits internationally we respond immediately. Outside emergencies, we have a packed marketing calendar full of creative campaigns, award-winning events, and unique projects all aimed at helping the most vulnerable. We can see an immediate impact from our hard work and it can be so rewarding to see the positive feedback from the people we have helped.

Role overview:

Working alongside our design agency create visual designs that support and reinforce product vision, brand and the Charity's objectives. You will receive and execute marketing design requests from across all departments.

Key Responsibilities

1. Work to brief and deliver material in a timely manner for all departments.
2. Collation, copywriting and editing of marketing literature as directed.
3. Update and develop of existing materials plus create new material in line with the marketing strategy.
4. Work closely with other team members and external resources to fulfil deliverables such as documents, leaflets, infographics, digital content, and advertising.
5. Review designs for errors before printing or publishing.
6. Follow creative direction from the Design Agency, to take pre-determined creative concepts through to final artwork
7. Ensure all artwork meets brand guidelines.
8. Formatting and trouble shooting Adobe InDesign and Microsoft Office branded templates
9. Creating graphics for use on social media platforms, intranet and website.
10. Assist with producing company artwork for events, including flyers, banners and email invitations

Please note this is not a definitive list of tasks, rather an overview of the role. It is essential to the development of service delivery that the post holder is able to respond flexibly to changes in the requirements of this post. It may be necessary at times to go beyond the areas outlined in order to support others.

Marketing Design Assistant

Person Specification

Essential Criteria

- Over 2 years' experience in a similar role
- Proficient in Adobe software, specifically Adobe Indesign, Photoshop and Illustrator
- Able to work quickly and independently with minimal direction
- Strong knowledge of typographical principles and layout
- Deadline orientated
- Excellent interpersonal, communications, organisational, time management and multi-tasking skills
- Results-orientated with a strong sense of pace and urgency to ensure work is completed in the expected timelines at high levels of quality
- Self-motivated with an ability to work independently as well as part of a team.
- Able to work calmly and collaboratively across teams in a fast-paced, ever-changing environment
- Excellent knowledge of Adobe InDesign all Microsoft Office applications
- Enthusiastic, pro-active and flexible
- Have a positive, can-do and resilient attitude
- Willingness and ability to travel and work unsociable hours, including evenings and weekends as the role demands

Desirable Criteria

- Graphic Design related qualification