



Job Title: Inception Group In-House Junior Designer & Online Marketing Assistant

www.inception-group.com

Status: Full Time | Pay: £20k to 28k depending on experience | Location: London

Inception Group operates a group of unique bar, restaurant and club concepts in South West and central London.

Purpose of Position

- The candidate will need to be bright, imaginative, and a capable designer with strong communication skills. Supervised by the Design Manager on all projects over all venues they will produce graphics for both web and print. Projects will include promotional flyers, event invitations, website content, social media graphics, menus, stationery and any other necessary branding for all venues.
- Supervised by the Group Creative Brand Manager on all aspects of online marketing: mailouts, various forms of social media, social listening, 3rd party review site management, content generation.
- With the fast growing nature of the company, this position has great room for growth, with the option to specialise further in design or online marketing.

Roles & Responsibilities

- The production of branded material for company and all venues in graphic/web/print design to a very high standard, being able to work independently from supplied briefs.
- The creation and management of online marketing for all venues' including: mailouts (Mailchimp), social media, social listening, 3rd party review site management, content generation.
- Gaining a clear understanding of company style and expectations.
- Take a self-directed and very organised approach to workflow management with excellent organisation skills in order to meet or stay ahead of all deadlines.
- Facilitate constant communication of status of projects to colleagues and managers.
- Proofreading to produce accurate and high-quality work.
- Contributing creative ideas and input to all project briefs.
- To be able to generate amusing commentary to online content for social media.

Requirements

- Fluency in graphic design software, such as Adobe Photoshop, Adobe Illustrator & InDesign on a Mac.
- Familiar with web-based services such as Hootsuite, Mailchimp and Wordpress website back end.
- Ability to create strong, original designs for the web and print.
- Strong conceptual skills, including online software concepts and online experience concepts.
- Technical knowledge of how web-based technologies apply to web design such as HTML5, CSS3, and JS.
- Knowledge of website structure and functionality including basic Search Engine Optimisation.
- Understanding of and experience in corporate branding, layout, colour theory and typography.
- Ability to effectively manage multiple projects/tasks of varying complexities, meet tight deadlines and work well under pressure.
- Strong communicator.
- Must be good with words, have a great sense of humour, and a great sense of enthusiasm.

Culture

- "Can't be done" is not part of the Inception Group vocabulary.
- The company hires people who push themselves, who want to be stretched and challenged every day.

How to apply:

Email alex@inception-group.com with your CV, portfolio and covering letter.

Please include proof of **both** your design and online marketing credentials.

Applications close Wednesday 17th September