IN-HOUSE GRAPHIC DESIGNER

Status: Full Time contract

Pay: £23k to 26k depending on experience | Location: Victoria, London

MINIMUM 2 YEARS STUDIO/OFFICE EXPERIENCE

Who are Inception Group?

Inception Group are London's leading immersive hospitality group. Founded in 2009 by entrepreneurs Charlie Gilkes and Duncan Stirling the company operates a group of bar, restaurant and club concepts in Southwest and Central London.

Our venues are all unique, well reviewed, destinations. Our core brands are Mr Fogg's, Barts, Cahoots, Bunga Bunga, BungaTINI and Maggie's. There are currently 12 locations with more launching this year. Additionally the design team help to create materials for a health food restaurant called Squirrel which currently has one site but is looking to grow.

All venue design work is carried out internally to ensure strong and consistent branding and excellent communication with our internal marketing and venue management teams

In-house Designer - Purpose of Position

- Supervised by the Head of Design and Branding, the new designer will produce graphics for print, email, web and social media, as well as animating these graphics for digital platforms.
- They will be involved with a variety of projects from across our many venues.
- Briefs will include, but not be limited to, promotional flyers, event invitations, website design, website content, social media graphics, menus, stationery, merchandise and video content.
- The candidate will be bright, imaginative, and a capable graphic designer with an excellent portfolio grounded in 'real world' project and have excellent strong communication skills.
- This role includes day-to-day support activities including print ordering and the oversight of our internal printer.
- This position has great room for growth as the company grows so quickly, with the option to specialise further in graphic design or design production.

Roles & Responsibilities

- The creation of superior, original designs for web and print. Including branded material for the company and all venues. Work independently from briefs supplied by the marketing team.
- Quickly 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.
- Origination of new sub brands (i.e. nights, key events, pop-ups).
- Creation of pixel perfect visuals for web and app design.
- Ensuring design assets arranged in a systematic fashion on the network.
- Contributing creative ideas and input to all project briefs including visual research.
- Facilitate constant communication of status of projects to colleagues and managers.

- Manage the printing of promotional material to the specification of the design team. Including requesting quotations, record keeping, opening packaging and ensuring onward delivery.
- Proofreading to produce accurate and high-quality work.
- Helping others with the use of the photo archive service and making edits to images.
- Carrying out small amounts of basic in-house print work and finishing.
- Keep abreast of design trends and new techniques.

Requirements

ESSENTIAL
- 3 years or more, graphic design experience in full time employment.
- 2 years minimum studio/office experience
- Fluency in the Adobe suite:
  - Essential
    - Photoshop
    - Illustrator
    - Indesign
  - Preferred
    - After Effects
    - Premiere Pro
    - Sketch/Xd
- Experience using Mac
- Familiar with all social platforms, Mailchimp and Wordpress website back end.
- Clear understanding of and experience in corporate branding, layout, colour theory and typography.
- Previous experience working from brand guidelines.
- Strong communication, organisation and record keeping skills. Has used Trello.
- Ability to effectively manage multiple tasks of varying complexities and meet tight deadlines.
- Good with words, have a great sense of humour, and a great sense of enthusiasm.

PREFERED
- Understanding of web-based technologies to enable clear communication with web developers.
- Knowledge of website structure and functionality including basic Search Engine Optimisation.
- Photography

Company values

- DO THE BEST, FIRST
  We innovate, we excel and we do things differently
- EVERYONE MATTERS
  Treat other people how you want to be treated
- HOSPITALITY NOT SERVICE
  Putting the customer experience first

How to apply

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

- Your portfolio should primarily feature 'real world' projects.
- Please supply working links to any web design work but please ensure you are clear in describing the extent of your involvement.
- If called to interview it is expected that you will bring your portfolio along with you. This can be printed or shown on a laptop or tablet.