



**IN-HOUSE DESIGNER (MIDWEIGHT / SENIOR)**

Status: Full Time contract

Pay: £35k+ depending on experience | Location: Seven Dials, Covent Garden, London

MINIMUM 4 YEARS STUDIO/OFFICE EXPERIENCE

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# 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, Control Room B and Maggie's. There are currently 14 locations with more launching this year.

## In-house Designer - Purpose of Position

- We are seeking a creative, innovative, and forward-thinking Senior Designer who excels at doing things differently and strives to set new standards. At the heart of this role is a commitment to creating exceptional experiences, both for our customers and our team. As Senior Designer, you will contribute to our customer-first approach by shaping visually stunning designs that enhance the brand's impact in venues and across all platforms.
- 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 brands.
- Briefs will include, but not be limited to, menus, promotional posters, event invitations, website design, website content, social media graphics, stationery, merchandise, video content and new business proposals/pitch decks.
- You will work closely with our key stakeholders, internal marketing team, external web development and interior design agencies to ensure consistency and excellence across digital and physical spaces whilst pushing a creative approach.
- This position offers great growth potential, with opportunities to specialise in areas such as graphic and digital design, design production, merchandising, and product management.

## Roles & Responsibilities

- The creation of superior, original designs for web and print. Including branded material for the company and all venues. Working independently from briefs supplied by the marketing team and other key stakeholders.
- 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 brands and sub brands (i.e. venues, nights, key events, pop-ups).
- Contributing creative ideas and input to all project briefs including visual research.

- Creation of mood boards and visuals for the development of themed and immersive spaces.
- Creation of pixel perfect visuals for web and app design.
- The generation of merchandising ideas, understanding material limitations, and managing merchandise orders.
- Ensuring design assets are archived in a systematic fashion on the network.
- Facilitate constant communication of status of projects to colleagues and managers.
- Manage the printing of promotional material and merchandise 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.
- Being ready to get hands on with dressing new venues and pop-ups.
- Keep abreast of design trends and new techniques.

## Requirements

### ESSENTIAL

- 6 years or more, graphic design experience in full time employment.
- 4 years minimum studio/office experience
- Fluency in the Adobe suite:
  - Essential
    - Photoshop
    - Illustrator
    - Indesign
  - Preferred
    - After Effects
    - Premiere Pro
    - Sketch/Xd
    - Canva (creating templates for untrained users)
- Experience using Mac
- Familiar with all social platforms, email design and Wordpress CMS.
- Clear understanding of and experience in corporate branding, layout, colour theory and typography.
- Previous experience working from and creating brand guidelines.
- Good understanding of UI/UX.
- Strong communication, organisation and record keeping skills.
- 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 agencies.
- Familiar with technical drawing both reading and making simple plans.

- Knowledge of website structure and functionality including basic Search Engine Optimisation.
- Illustration
- Photography
- Clear understanding of the hospitality industry and the customer experience/journey.

## 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

## Company culture

At Inception Group, we believe that “impossible” is just a mindset. We thrive on creativity, challenge, and pushing boundaries. We encourage a collaborative environment where new ideas are welcome, and we’re constantly exploring innovative design styles and technologies. You’ll be part of a team that challenges you to stretch your limits every day.

## Additional benefits

- Competitive pay, pension scheme & additional holiday accrual with tenure
- Monthly bonus linked company performance and performance of key sites
- Health insurance
- Regular company socials & events
- Annual management trips (some dependant on time in service) & conference
- Nightly £50 tab available across all venues

## How to apply

Email [alex@inception-group.com](mailto: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.