



JOB DESCRIPTION

Job Title:	Creative Artworker
Team:	Marketing
Classification:	Executive
Reports to:	Senior Creative
Classification of Line Manager:	Manager
Number of Direct Reports:	0

Job Purpose

As Creative Artworker you will play a crucial role in creating visually compelling and innovative designs that effectively communicate our brand message and engage our target audiences.

This position involves collaborating with various departments to develop creative solutions for marketing materials, digital content, and other visual assets. The Creative Artworker will leverage their creative skills and technical expertise to produce high-quality work that enhances our visual identity and helps us to achieve our business objectives.

Main Responsibilities and Key Activities

- Develop and design a wide range of high-quality marketing materials, ensuring consistency and adherence to brand standards, as requested by internal clients through the briefing process. This includes, but is not exclusive to, brochures, flyers, posters, adverts, power-points, social media graphics, and website content.
- Manage multiple design projects simultaneously, ensuring timely delivery and quality. Maintain communication with internal clients so they understand the production schedule.
- Collaborate with the marketing team to create visually appealing concepts and assets for campaigns that align with brand guidelines and business goals.
- Stay updated with the latest design trends, tools, and technologies to continuously improve design processes and outputs.
- Prepare and present design concepts to stakeholders, incorporating feedback and making necessary revisions.
- Maintain organised files and documentation of design projects for easy access and reference.
- Adhere to brand guidelines, ensuring consistency in design, messaging, and tone across all marketing and communications. Maintain and update master documents.
- Ensure efficient organisations of creative assets so that they can be leveraged by teams within the business to drive business goals. This includes organisation of key design and creative assets in the asset bank and intranet.
- Maintain and champion the legal compliance of content created and held on the asset bank, maintained in accordance with marketing related legislation incumbent on WMGC (may include copyright, GDPR, data protection act and trademark law).
- Managing and updating workflow through Trello project management tool.

Experience, Qualifications & Skills

Required:

- Proven 2+ years' experience as a Graphic Designer, with a strong portfolio showcasing a variety of design projects across a range of channels.
- Proficiency in design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- Strong understanding of design principles, typography, colour theory, and layout techniques.



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- Excellent communication and interpersonal skills, with the ability to collaborate effectively with team members and stakeholders.
- Detail-oriented with strong organisational and time management skills.
- Ability to work independently and as part of a team in a fast-paced environment.
- Familiarity with print production processes and requirements.

Desirable:

- Experience with video editing and motion graphics software.
- Knowledge of web design and user experience (UX) principles.

Our People and Our Offices

West Midlands is an exciting, vibrant and diverse region and West Midlands Growth Company aims to reflect this in all that we do. Our objective is that our work, services and employs practices that will promote a positive impression of the region, and we will take every step to minimise or eliminate outdated preconceptions and stereotypes.

West Midlands Growth Company whole-heartedly supports the principle of equal opportunities in employment and opposes all forms of unlawful or unfair discrimination on the grounds of colour, race, nationality, ethnic or national origin, sex, disability, age, religious belief, sexual orientation or marital status.

We believe that it is in the company's best interests of all those who work in it to attract, retain and develop a diverse pool of talent. We therefore seek to ensure that the human resources, talents and skills available throughout the community are considered when employment opportunities arise. We believe it is essential to the company's success to enable employees of all backgrounds to reach their full potential by encouraging a working environment that is inclusive to all.

To this end and within the framework of the law we are committed, wherever practicable, to achieving and maintaining a workforce which broadly reflects the local community in which we operate.

Our Values

Trust – Trusted Delivery Partners	We do what we say we are going to do, collaborating with our stakeholders to deliver and achieve regional outcomes, leading the way for economic development using our knowledge and expertise.
Respect – Opinions Matter	We believe everyone has the right to be listened to and be heard. We appreciate the impact of our actions and behave accordingly
Leadership – We lead by example	We lead by example, that means as an external ambassador to the business, and internally to our workforce. We embrace innovation and creativity, empowering our teams to deliver quality transformative outcomes.
Wellbeing – Health, growth and inclusivity	We support and promote wellbeing of everyone. We want to be an inclusive and engaged workforce, where everyone has a clear sense of purpose and courage. We encourage everyone to thrive in a way that makes them successful, resilient, healthy and happy, developing a growth mindset.

Prepared by

Andrea Kalin	Date: 27/05/2025
	Job Title: Creative Lead