

## Junior Graphic Designer



### Role Description

The Junior Graphic Designer will report to and work closely with the Head of Marketing and Graphic Designer to create and develop eye catching and compelling designs across a range of offline and online channels.

### Main Role and Responsibilities

- Support the Graphic Designer with creating designs across a range of channels including; leaflets, posters, email campaigns, presentations, brochures, website content, social media platforms, and other documents
- Work to bespoke creative briefs from Franchisees, keeping an accurate log of enquiries and briefs ensuring there is a clear audit trail
- Take ownership of wider, national projects to create exciting and innovative materials for national sales, promotions and partnerships
- Support the Graphic Designer with rolling out themed collateral across a multitude of formats from print to digital, driving awareness for the annual Conference
- Fulfil map requests for new club materials
- Preparing and sending artwork for print
- Take ownership over the 'house style', ensuring all content is consistent and within brand guidelines
- Participating in marketing workshops, brainstorming creative concepts for future campaigns
- Liaise with external agencies such as printers and design companies on a day-to-day basis
- Continue to enhance the functionality and creative offering of the Marketing Portal
- Approve local creative designs from external agencies or creative freelancers
- Support other departments in the company as and when required
- Working with the Adobe Suite to manipulate images and retouch photos
- Undertake competitor research and analysis

### Key Attributes

- 1-2 years' experience in a similar role
- Experience across the Adobe creative software suite (Indesign, Illustrator, Photoshop, etc)
- Comfortable working in MS Office (particularly Powerpoint and Word when creating graphs, tables and charts)
- Able to multi-task and manage different projects at one time
- Ability to produce artwork from initial brief right up to the finished product
- Be a brand guardian, ensuring consistency across all marketing channels
- Impressive Typography and Layout skills
- Attention to detail with a strong sense of colour and style
- Excellent written and verbal communication skills
- Proactive, well organised and self-motivated

Anytime Fitness UK Support Office, Unit 7B, Building 6, Croxley Business Park, Hatters Lane, Watford, WD18 8YH, Phone: 0330 332 2361, Email: [marketing@anytimefitness.co.uk](mailto:marketing@anytimefitness.co.uk)  
[www.anytimefitness.co.uk](http://www.anytimefitness.co.uk)

- Innovative approach and the ability to continually challenge the norm
- Good time management skills with the ability to work to tight deadlines

**Desirable**

- Excellent Microsoft Word, Outlook, PowerPoint and Excel skills
- Interest in the health and fitness industry
- Video editing experience would be a bonus
- Other programmes within the Adobe Creative Suite, Lightroom, and Premier Pro would be advantageous
- Educated to a degree level within Graphic Design