

Job Description – Marketing Designer

Purpose of your role

Work closely with colleagues in the marketing team to create visually compelling and impactful materials for digital communication and marketing campaigns. Also, create and contribute a wider range of visual materials for both internal and external use within the company.

Your main tasks

- Develop and maintain consistent visual branding across all materials
- Create and design a diverse array of digital assets, including social media graphics, email templates, website visuals, and digital advertisements
- Develop print-ready materials, such as brochures, flyers, posters, and product packaging
- Contribute to content creation by designing visually appealing infographics, icons, and illustrations
- Collaborate with internal teams to design materials that support various departments, such as HR for employee engagement initiatives, or Sales for sales collateral and presentations
- Regularly review and update visual content to ensure it remains current, relevant, and aligned with evolving brand guidelines and marketing strategies
- Create, maintain, and design other materials as needed, such as eGuides, eBooks, Handbook, Brandbook, etc.
- Prepare and update images for the Knowledge Base
- Further develop and maintain our design system in Figma, including style guides, design patterns, and UI component libraries; primarily for product website and other marketing materials
- Create templates and design assets that align with the current brand identity and style guide; primarily for product website and other marketing materials
- Create engaging video content, animations, and motion graphics to enhance marketing campaigns as needed
- Design custom presentation templates that maintain brand consistency and enhance the visual appeal of presentations
- Create professional and branded email signatures for team members
- Continuously iterate and improve designs based on feedback
- All other tasks in agreement with team lead

Your responsibilities

- Work closely with the marketing team to align visual design with overarching marketing goals
- Stay updated with the b2match design system and brandbook
- Proactively learning about our product and its features
- Proactively researching our key competitors
- Complete defined tasks within agreed-upon deadlines
- Organize and maintain a library of design assets, including graphics, icons, templates, and images, to facilitate efficient workflow and consistency across projects
- Ensure that established design standards are consistently and appropriately applied within design work
- Analyze the success of your solutions and iterate
- Continuously reviewing/inspecting product website and company materials
 - Identify potential areas for design optimization
 - User experience enhancements
 - Content updates
- Ensure that all visual elements on the website, including colors, fonts, and imagery, maintain consistency with the established brand identity
- Share knowledge with team members
- Stay up-to-date with emerging trends and best practices in design industry

Your competencies and skills

Technical skills:

- **Graphic Design Software** – proficiency in industry-standard graphic design software such as Photoshop, Illustrator, etc.
- **Design software** – understand and know how to use design software such as Figma
- **Video Editing and Animation** – skills in video editing software like Adobe Premiere Pro for creating and editing video content, as well as animation tools like Adobe After Effects for creating motion graphics and animations
- **Design principles** – know how to use color, typography, visual hierarchy and other principles to compose well-balanced designs

- **Content Management Systems (CMS)** – knowledge of popular CMS platforms for updating and managing website content
- **Email Marketing Platforms** – familiarity with email marketing platforms like Mailchimp or HubSpot for designing and sending marketing emails
- **File Compression and Optimization** – understanding of techniques and tools for compressing and optimizing images, videos, and other media assets for web use
- **Design thinking** – use in a work structured process that includes research, ideation, prototyping, and testing
- **Wireframing** – creating a low-fidelity sketch of the interface that displays the essential functions of the product
- **Prototyping** – creating a sample or simulation of a product
- **Visual design** – creating a realistic visual model of what a final product will look like

Soft skills:

- **Communications skills** – be able to communicate effectively with stakeholders. Be able to listen and communicate effectively with them in order to ensure that everyone is on the same page and working towards the same goals
- **Research skills** – being able to conduct interviews and surveys, analyze data, and synthesize findings into design solutions. This also includes analyzing both competitors and non-competitors in order to create the best product
- **Empathy** – being able to put yourself in the user's shoes and see things from their perspective in order to understand user needs, motivations, and pain points
- **Problem-solving skills** – ability to identify and analyze problems, and develop effective solutions that meet the project needs
- **Attention to details** – ability to identify small design issues, inconsistencies, and bugs that might impact the user experience
- **Presentation skills** – be able to effectively communicate design ideas and solutions to stakeholders and team members. This includes being able to create compelling visual presentations, articulate design decisions, and provide persuasive arguments for design choices
- **Listening skills** – be able to understand and interpret project needs and feedback, and effectively incorporate them into your work
- **Ideation** – ability to generate a broad set of ideas on a given topic

- **Creativity** – be able to come up with innovative solutions to design problems and create engaging content
- **Time management / Organizational skills** – manage multiple projects and tasks, prioritize work effectively, and meet deadlines. This also includes being able to manage your time effectively, plan and schedule work, and keep track of project details and requirements

Performance objectives/KPI's (Definition of success in your role)

- Deliver work on time and within budget / Complete tasks according to defined goals / Keep track of your tasks
- Follow web design standards
- Ensure that your designs are pixel-perfect
- A strong eye for visual composition / Attention to details
- Ensure that your high-fidelity mockups are consistent with the brand and follow design guidelines
- Ensure that your design solutions meet project requirements
- Ask questions and consciously listen to the problem
- Use research and qualitative data to guide design decisions
- Actively seek out learning opportunities on the job and learn from mistakes
- Bring original ideas and fresh approaches to the projects you're working on