

Senior Creative Designer

Reports to: Brand and Design Manager

The part I play at Bromford Flagship to enable people to thrive is:

To create and deliver high-quality design concepts and communications across print, digital and social media, ensuring all visual elements are functional, accessible, and aesthetically pleasing. I maintain consistency with established brand identity, tone of voice, and style guidelines.

I support the Brand and Design Manager with the development of the brand's visual identity via the creation of branded assets, guidelines, templates and campaigns, and act as a brand guardian by providing expert advice on visual communication. I manage multiple design projects from concept to completion within defined budgets and deadlines. I collaborate with colleagues to understand project objectives, shape briefs, and deliver effective visual design that communicates clearly. I work with external print suppliers, design agencies, or freelancers to ensure brand consistency.

I stay up to date with design and brand trends, tools, and technologies, and I apply this knowledge to keep our creative output relevant and forward-thinking.

I ensure design collateral is accessible and engaging for all customer groups and contributes positively to customer experience and brand perception.

My skills and experience include:

Able to deliver high quality design work through proficiency in graphic design and software such as Adobe Creative Cloud and Microsoft Office.

An understanding of how design and brand are used to positively position an organisation and engage internal and external stakeholders.

Supporting and maintaining a brand identity by working with brand guidelines and advising stakeholders on brand consistency.

An understanding of social media, content creation and application and website design (UX, UI).

I'm educated to degree level or equivalent (or have relevant industry experience).

The skills I will develop include:

The management and development of a well-established, multi-faceted brand across a diverse range of media.

Building on my communication skills to engage with and support internal customers with visual communication and brand.

Deepening my understanding of accessible and inclusive design practices and theories such as Web Content Accessibility Guidance (WCAG).