**Marketing Designer**

London EC3A



# **ABOUT US**

ERS is the UK's largest specialist motor insurer with an A+ rating and are considered first by brokers for specialist motor risks. We recognise that for some, motor insurance is more than just a must-have; it's a way of taking care of what stands at the heart of their passion or livelihood. For those people, standard insurance isn't enough. That's why we work exclusively with motor insurance brokers to help get under the skin of the most difficult insurance risks, helping build products to meet their customer’s needs.

**THE ROLE:**

You will lead the design and creation of stand-out marketing communications, both on and offline. Working with the wider marketing team, you will be involved with every aspect of design, from concept to execution, ultimately setting the tone for all ERS’ visual identity.

**KEY RESPONSIBILITIES:**

* Collaborate with others, inside and outside the marketing team to understand the business needs and create amazing briefs to work from – but not be afraid to push the boundaries
* Lead brainstorming, concepts and design for brand and marketing executions
* Conceptualisation and execution of all ERS’ on and offline collateral including, social media, email, events, CRM, brochures, case studies, sales collateral, website design updates, infographics and advertising
* Participate in design reviews and presentations
* Manage photos shoots
* Responsible for updating and managing brand guidelines & assets
* Produce high-quality, error-free deliverables
* Work with external creative and media agencies when required

**KEY DESIRABLE ATTRIBUTES:**

* Previous experience in a marketing or brand design role, in-house or agency
* A portfolio of great looking on and offline advertising or brand content including social media content, web design, brochures, email and infographics
* Comfortable in using Photoshop, Illustrator, InDesign and html
* Capable in After Effects and animation
* Strong verbal and written communication skills
* Strong understanding of type and visual hierarchy
* Consistent ability to apply a brand’s look and feel
* Ability to move fast and react to the business’ needs
* Ability to work in fast-paced environment
* Self-motivation and pro-activity down to a fine art
* Strong organisational skills

**BONUS:**

* Interest in working on UX projects

**KEY PERSONAL DESIRABLES:**

* Customer focussed
* Innovative
* Collaborative
* Self-starter – don’t wait to be asked
* Strong influencing skills
* Accepts feedback with positive intent
* Experience in insurance industry is not essential

**And in return?** We offer a flexible benefits package to fit with your lifestyle and the opportunity for personal development.

**Up for the challenge?** Apply now at careers@ers.com