

Graphic Designer

Department: Marketing
Location: 50 Featherstone Street, EC1Y 8RT
Reporting to: Head of UK Marketing
Hours: Full Time (37.5 hours)

Overall Objective:

To assist internal departments in coordinating graphic designs and to support YouGov's marketing activities in conjunction with the rest of the PR & Marketing Team as well as the rest of the business

Key Responsibilities:

- To develop design projects to a high standard (e.g. scamp to digital or one spread to entire brochure) and be responsible for editing and preparing print ready artwork. Be responsible for your part of the design brief including liaising with the internal stakeholders and requesting advice, proof checks or stage development meetings where necessary to ensure it meets expectations and always before final approval/delivery.
- Excellent CS skills, primarily InDesign, Photoshop and Illustrator (Excellent skills include advanced type setting skills including an eye for tracking, leading and kerning, adjusting individual letters and lines of copy and using preflights to check work. Complex and accurate clipping paths, colour conversions and profiles in Photoshop and more complex drawing, charts and vector work in Illustrator).
- Good typography/layout skills (Good skills include amending type and layout to overcome design issues or to insure the integrity of the design. Looking at these things with a creative and informed eye.).
- Excellent attention to detail (Excellent skills include getting all amends done correctly first time, every time. Finding and fixing any technical artwork issues that may occur during the artwork process).
- Good quality retouching skills (Good skills include extending more complex backgrounds, adding or removing simple objects and colour balancing/matching where needed).
- Good PowerPoint/Keynote presentation skills (Good skills include considered layout, transitions and complex animation)
- Excellent Mockup skills (Excellent skills include mocking up large complex brochures and complex DMs and website development).
- To understand and work within brand and corporate guidelines where relevant.
- Design and development of digital assets for the websites
- Working closely with Web Content team to build designs when required and ensure correct executive for all graphics on the website
- Departments that will be supported will be operations, PR & Marketing as well as the research teams and Panel recruitment
- Sourcing and creating images for a range of purposes – for use in charts, pitches, reporting, panel recruitment, sales and general marketing collateral
- Liaising and negotiating with suppliers (e.g. designers, printers, promotional companies)

Skills required

- Excellent interpersonal skills
- Developing initiative, negotiation and influencing skills
- Awareness of business and commercial acumen
- Ability to deliver results, meet deadlines and manage time effectively
- Excellent internal customer focus and handling skills
- Excellent written, oral and electronic communication skills
- Outstanding accuracy, proof reading and copy writing
- Proactive thinking, creativity and people skills
- Ability to work with people at all levels
- An understanding of the design process and theory including typography, composition, colour and layout

Personal attributes

- Self-discipline
- Self-motivation
- Positive attitude
- Excellent organisational skills
- Professional attitude

Experience required

- Use of CS6skills, particularly Adobe Photoshop, Illustrator, InDesign and Microsoft Office particular PowerPoint

Education & qualifications

- A degree (or equivalent) in a relevant subject or experience
- Educated up to A Level standard (or equivalent)
- Fluent written and spoken English

This is not an exhaustive list, and you will be expected to be flexible in your approach to carrying out your duties, that may change from time to time to reflect changes in the Company's circumstances. This will include providing cover for colleagues as required. The Company therefore reserves the right to vary the job description in consultation with you.

All YouGov plc employees are expected to comply with the Company's policies, rules and procedures as outlined in the handbook, health and safety manual and all other publications.

Please send your CV and covering letter to vacancies@yougov.com