



# THE WEST GROUP LIMITED

Design & Supply of Fluid Control Solutions & Components

**Job Title:** Graphic Design & Content Developer

**Job Role:** Reporting to and taking targets and direction from the Group Marketing Manager to assist in the delivery of TWG marketing strategy.  
To act as an ambassador for the company, promoting a positive image both internally and externally, demonstrating support of our strategic direction

**Role Responsibilities:**

- Create and design marketing assets including written content for The West Group and other group member companies for various marketing and sales channels. These channels may include web, print, digital, video, online presentations, email and social platforms
- Become familiar with all group company brands and gain understanding of industry content and trends to produce the most effective and creative work possible

**Job Responsibilities**

- Working with others in the marketing team and key stakeholders create and design marketing assets including content for both digital and print for internal and external use
- Design, plan and implementation of industry specific email campaigns including design of templates and creating relevant written content
- Working collaboratively with the marketing team on developing and improving areas of company website(s).including analysing page performance, optimising sites for SEO and performance of content against clear KPI's
- Assist in the planning and delivery of social media campaigns primarily LinkedIn but also to other platforms in due course, writing copy, reporting on activity, maintaining the social media calendar and researching industry trends.
- Prepare graphics and other marketing material for exhibitions and other external events for all group companies including stand design and other display materials e.g., product literature and company brochures
- Keep abreast of data and technology keeping up with the latest digital and social media trends
- Research and prepare marketing intelligence including target market, competitor and customer analysis for TWG and other group member companies
- Prepare presentations and other materials as required for the marketing and other departments including shareholder meetings, sales meetings and other internal events
- Ensure that content and any product data is successfully uploaded to the sites including monitoring the performance of the sites on a frequent basis and addressing any issues should they arise.
- Keep a clean desk environment in the interests of organisation and safety



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## Job Skills

- Excellent graphic design skills. Able to provide examples of design work, showing artwork produced for a variety of audiences, across several mediums
- Excellent knowledge of Adobe Creative suite including Photoshop, Illustrator and InDesign including strong typography and layout skills
- At least 3 years' experience/background in graphic design and marketing environment preferably within MedTech or engineering industry but not essential
- Understanding of file set-up for web, print and content including an understanding of print process and specifications
- Strong copywriting and design skills to create polished and professional marketing materials and communications
- Basic video and HTML editing skills would also be beneficial, though not essential
- Working knowledge of SEO and ability to keep up with trends and adapt techniques to align with the content marketing strategy
- Excellent attention to detail and a creative eye for reviewing artwork.
- An understanding of analytics and how this can be used to track and enhance performance of marketing activity particularly SEO
- Ability to work quickly from concept creation to delivery and handle range of projects simultaneously including working to tight deadlines
- Excellent communication and people skills, confident liaising with other departments and third parties
- Well organised and ability to prioritise time and workload including working under pressure and meeting deadlines
- Proactive, positive attitude, natural creative flair and a keen interest in keeping up with the latest digital and social media trends.

You are required to adhere to the company standard terms and conditions of employment and to be aware of your duties as an employee of the company with regard to the quality management system, general standards, health and safety and confidentiality.

Your task manager will set specific targets and performance against these targets will be reviewed with you quarterly.