

Job Title: Middle Weight Designer

Salary: £27 - 30 000 dependent on experience

The Company

Make Events are a hugely experienced events agency in Manchester who have taken the industry by storm since we were launched in 2012 by founder Holly Moore. With a client list that reads like a who's who of the North West's most successful businesses, Make Events has grown rapidly and now employs a group of the industry's most talented people.

Purpose of the Role

To provide and support the creative design and artwork service offering for the business, co-ordinating all event pitch work and live delivery requirements for creative design to include consultative support regarding branding, design and print.

Main Duties

Creative, design, artwork & print:

- Pre-event design & planning according to briefs received
- To ensure that creative briefing documents are in place for all kick off meetings and are completed with sufficient information (provided by SCP's)
- Regular update meetings with teams
- Be proactive with branding ideas & designs for the Live Events Team
- Adhering to brand guidelines across multiple clients and having the flexibility to work across multiple clients
- Producing & managing high quality visuals as required, using suppliers to the best of their abilities where possible
- Ensuring artwork is ready for print ensuring all print files have been approved by the Live Events Team
- Brand & print solutions, providing packages and cost-effective solutions that are easily applied to existing events and allow the wider team to upsell wherever possible
- Resourcing of all event design and artwork support including working with the full team to resource effectively on a weekly basis, providing accurate planning overviews for the teams input
- Management of all freelance creatives incl designers, artworkers, visualiser's, animators working to budget as agreed with CSD
- Ability to create engaging awards and conference presentations using both Keynote and Powerpoint software
- Design projects will include (but not limited to) traditional print media, illustration, animation, large format and specialist print, websites, apps and live events designs

Pitch & proposal support:

- Creative development of ideas and concepts within proposals with team
- Creative consistency for all briefings and through to proposals
- Bespoke creation of Make Events pitch proposals – where requested from the Live Events Team
- Creative delivery for all branding required within the proposals
- Branded merchandise and visuals for input into creative proposals

Operational delivery:

- Event delivery on-site as needed to oversee quality control on build, branding and print where budget allows or support as needed
- Post-event internal evaluation
- Having strong attention to detail and ensuring high levels of quality
- Working within agreed timeframes and meeting deadlines

Marketing Support:

- Supporting Make Events marketing activity
- Design of graphics for marketing purposes
- Working closely with the Marketing Executive to create print and digital branding

This list is not exhaustive and you will be required to undertake other duties as directed by your manager.

Essential Skills, Knowledge & Experience

- Experience of working within an agency for a minimum of 3-4 years ideally with a background in events or marketing.
- MUST be proficient in Adobe Suite:
Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Adobe Premier Pro (Not essential)
Adobe After Effects (Not essential)
- Excellent verbal and written communication skills.
- Experience in development, front end webdesign, HTML email design etc would be good but is not essential.
- Experience of creating and designing conferences, awards and celebrations.
- Strong people skills.
- To demonstrate confident networking skills.
- To demonstrate confident and engaging presentation skills..

Make Events Culture

- Think about Make Events brand values and apply this to everything you do
 - Magic Touches
 - Confidence

- Get Stuff Done
- Anything is Possible
- Support the company vision – to be the go to event partner for any event for the North-West household names.
- Take responsibility for your own learning and development, maintaining and improving knowledge of the events industry by reading industry relevant magazines, social media and attending industry events
- Be fully immersed in the industry and enjoy all of the opportunities that it brings you.
- Follow the Make Events company ethos of work hard, be nice.
- Putting the client first and constantly asking yourself 'what is my clients customer experience right NOW?

Other Requirements

Health Safety & Security

- To ensure that all work undertaken and designed complies with latest health & safety regulations, including CDM and venue specific requirements.
- To demonstrate an understanding and an awareness of all policies and procedures relating to Health, Hygiene and Fire Safety.
- Familiarise yourself with emergency and evacuation procedures at all places of work.
- Ensure all security incidents, accidents and near misses are always logged in a timely manner and brought to the attention of your line manager.

General

- Current driving licence.
- Ability to travel around the UK & overseas.
- Flexible approach to working hours as live events may take place over evenings and/or weekends.
- Comply with the company code of conduct at all times.
- Ability to work as part of a diverse team with colleagues from different viewpoints, cultures and countries.