

### Position:

Graphic Design & Marketing Executive

***Part time: 3 days per week***

### About i4PD:

i4PD is an employee-owned product design and development consultancy. The firm is an established brand in Scotland with an excellent reputation for delivering cutting edge designs for its clients. The company employs creative designers and experienced engineers who operate out of i4PD's bright and spacious studio on the south side of Edinburgh. The team work collaboratively with clients to augment their internal capabilities and availability to deliver excellent results, faster.

### Role:

We are seeking a creative and outgoing individual who can support the transformation of company's marketing activities. You will build on the awareness and reputation of the established i4PD brand through the creation and dissemination of new marketing content to improve customer engagement. As the sole marketing person within the company, this varied and exciting 'hands-on' role will suit someone with a strong track record of Digital Marketing as well as an understanding of a consultative B2B sales cycle.

### Reporting:

Your line manager will be the Business Development Director.

### Responsibility:

The development and dissemination of marketing content to promote the i4PD brand and generate in-bound enquiries.

### Key Areas of Responsibility:

#### 1. **Creation of Marketing Content**

This is the primary function of the role. You will be responsible for helping to shape the i4PD marketing strategy and content calendar. You will be creating marketing materials for print, email, website and social media that are aligned with the i4PD brand language and company values. Examples of content includes;

- Text copy (e.g. working with design team to produce short format content or longer articles)
- Producing or sourcing Images for website and social media posts (e.g. case studies)
- Producing or sourcing videos (with support from professional videographers when required) for website and social media posts (e.g. lead magnet content or client testimonials)
- Company presentations and documents (e.g. creation/composition of pitch slide decks and quote documents)

#### 2. **Website Creation & Maintenance**

i4PD plan on making significant improvements to our website in 2024. You will be responsible for developing website layouts, defining the site-map and creating suitable copy and content. You will receive support from the team in producing technical pieces of content where required. In addition, any special implementation support can be provided by i4PD's external web development agency. You will take a proactive role in researching competitors to establish a calendar of category leading content.

### 3. **Maintenance of Brand and Corporate Identity**

You will refine and maintain i4PD's brand and identity across all channels/touchpoints.

### 4. **Manage Online Marketing Campaigns**

With support from the Business Development Director, Managing Director and technical team you will be responsible for creating content for both paid and unpaid campaigns.

- Paid campaign example: Google Ads, promoted social media posts etc
- Unpaid campaign example: Email shots

### 5. **Partnerships & Networking**

As your knowledge of i4PD increases to the required level, you will take a proactive role in identifying potential strategic partner relationships and association memberships/sponsorships for the company for enhanced/collaborative marketing opportunities. This includes networking and exhibition organisers where you will also support the Business Development function of the company by attending events.

### 6. **Analytics**

Monitor and report to the Business Development Director on the effectiveness of online marketing activities.

## **Audiences/Customers:**

i4PD's has a diverse portfolio of clients, including both SME's and multinationals, that manufacture products across a number of different industries (i.e. medical, consumer and industrial). These products are typically medium to high values. i4PD has a strong focus on medical device manufacturers (circa 65% of businesses) with the remaining split between consumer electronics and industrial (B2B) products.

## **Current Channels:**

- i4PD website(s)
- LinkedIn
- Sponsorship/partnership with CONVERGE and Scottish EDGE
- Membership of Product Design Scotland
- Cold calls and emails (including InMail) from i4PD's CRM
- News bulletins to a mailing list

## **Essential Functional Skills and Experience Requirements**

- A good knowledge of Adobe CC programs: InDesign, Photoshop and Illustrator.
- Editorial design and layout skills.
- Confident copy writer
- Print production knowledge.
- Good understanding of website and email design.
- Knowledge of using a CMS to create a layout and upload website content (ideally Wordpress)
- Creation of content for social media.

## **Desirable Skills and Experience**

- SEO knowledge
- Basic video editing
- Photography skills (composition and manual settings).

### Personable Attributes

- Personable and engaging.
- Excellent communicator (both verbal and written).
- Self-motivated with excellent problem-solving skills.
- Enthusiastic about learning and keeping up to date with the latest industry developments
- Detail-oriented with a high level of accuracy.
- The ability to manage your own time on assigned projects.

### Package

This is a superb opportunity to join a forward thinking and successful employee-owned SME business. In return you can expect a highly competitive salary & company workplace pension within a challenging and supportive culture and the opportunity to grow your career.

- Industry competitive salary.
- Enhanced 10-week full Maternity Pay / 4 week full Paternity Pay.
- Full time employees receive 30 days holiday (including public holidays which can be taken at any time).
- Enhanced holiday entitlement (up to 40 days) dependant on years of service.
- You can buy up to 10 additional holiday days.
- Hybrid working - Office based for 3 days/week for full-time and 2 days/week for part-time.
- 7.5hr days with flexibility in working hours.
- Tax free bonus (up to £3,600) for those that have served a minimum of 12 months continuous service).
- Cycle 2 Work and Electric Vehicle Scheme.

### How to Apply

Email [jobs@i4pd.co.uk](mailto:jobs@i4pd.co.uk) quoting job reference 'Graphic Design & Marketing Executive(GD01)'.

You must include the following:

- Your CV.
- A covering letter describing the contribution your skills & experience would bring to the team.
- Portfolio of any websites, graphics/flyers, photography, screenshots of campaigns with indication of engagement and videos etc.