



Position: Graphic Design & Marketing Executive



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About i4PD

i4PD is an employee-owned product design and development consultancy. Our company is an established brand with an excellent reputation for achieving a competitive edge for small and large businesses alike by bringing new or improved products to market.

The company employs experienced and creative designers and engineers who operate out of i4PD's studio on the south side of Edinburgh. The team works collaboratively with our clients to augment their internal capabilities, supporting them to add functionality, reduce cost, increase visual appeal, enhance usability, and keep pace with the IoT revolution. Our clients include household names and those on their way to becoming leading consumer electronics and medical device brands.

About the Role

We are seeking a Graphic Design & Marketing Executive to join our team on either a full-time or part-time basis (minimum 3 days per week).

This varied and hands-on role is ideal for someone who combines strong graphic design skills with modern digital marketing expertise.

As our sole dedicated marketing specialist, you'll play a key role in growing awareness of the i4PD brand and generating inbound enquiries through high-quality content, campaigns and brand management.

You'll enjoy significant autonomy, working closely with our Partnerships Director whilst collaborating with designers and engineers across the business.

This is an exciting time to join i4PD as we prepare to launch our new brand and website in December, giving you the opportunity to make a visible impact from day one.

The Impact You'll Make

In your first year, you'll have the opportunity to:

- Shape our marketing strategy and content calendar.
- Create engaging visual and written content across print, website, email and social media, including compelling client case studies.
- Enhance and grow our new website with support from an SEO Consultant.
- Maintain and evolve our visual brand identity across all touchpoints.
- Lead marketing campaigns, analyse performance and measure their effectiveness.
- Identify new strategic partners and represent i4PD at events across the UK and Ireland.
- Help out with pitch decks, proposals and other client-facing materials that support business development activities.



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Your Background

- Degree in a relevant discipline or equivalent experience.
- Graphic design and digital marketing experience.
- Adobe Creative Cloud experience (InDesign, Photoshop and Illustrator).
- Editorial, layout and presentation design skills, including the development of case studies and client-facing documents.
- Strong copywriting and content creation skills.
- Website, email and CMS experience (ideally Webflow).
- Social media content creation skills, including graphics, photography and video.
- Video creation and editing.
- Photography skills.

Advantageous:

- SEO and GEO knowledge.
- Experience representing a business at exhibitions and networking events.

Your Attributes

- Personable and engaging, with excellent written and verbal communication skills.
- Creative thinker with a strong eye for visual detail and brand consistency.
- Self-motivated and comfortable taking ownership of tasks from concept through to completion.
- Confident working with colleagues across different disciplines and levels of seniority.
- Curious and enthusiastic about learning new marketing tools, technologies and design approaches.
- Commercially aware, with an interest in how marketing activity supports business growth.
- Proactive in identifying opportunities to improve processes, content and campaign performance.
- Enjoys building relationships and gathering information from technical subject matter experts.

What We Offer

This role can be offered on either a **full-time or part-time** basis (min. 3 days).

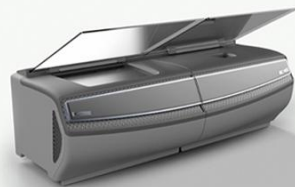
We operate a hybrid model and you'll spend at least 3 days a week in our studio,

We share the salary on offer for this role as part of our commitment to inclusion and transparency: **£28,000 - £32,000 per year.** There may be headroom for an experienced candidate working part-time.

We'll make a fair offer based on your skills and experience so that no one needs to negotiate to be paid equitably.

Benefits include:

- Employee Ownership Trust bonus scheme
- Company pension scheme
- Enhanced maternity and paternity pay
- 30 days holiday increasing to 40 with service
- Purchase up to 15 additional days holiday
- Cycle to Work scheme
- EV lease scheme
- Wellness app
- Discount platform
- Free parking
- Dog friendly office



How to apply?

Apply today by emailing a covering letter with your CV and portfolio to jobs@i4pd.co.uk

Our typical recruitment process involves:

- A short screening call with HR
- An interview via Teams
- A remote task
- In-person final interview

Applications will be reviewed on a rolling basis, and successful candidates can typically expect to hear from us about next steps within 2 weeks of applying.

We're committed to creating an inclusive hiring process and will do our best to accommodate any reasonable adjustments you may need at any stage.

**designing the
future together**

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