



## DESCRIPTION FOR CANDIDATES

<b>Title:</b>	Graphic Designer
<b>Salary:</b>	£19,500 - £22,500 pro rata ( <i>Negotiable based on demonstrated experience</i> )
<b>Location:</b>	Loughborough (You will be required to travel to and work at other locations on occasion)
<b>Hours of Work:</b>	40 hours/week ( <i>variable &amp; flexible; availability to work outside normal office hours is essential</i> )
<b>Start Date:</b>	November 2019
<b>Duration:</b>	Ongoing
<b>Responsible to:</b>	CEO: Martin MacDonald Head of Nutrition: Sarah Duffield

**SUMMARY OF POSITION**

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The Mac-Nutrition Collective is a syndicate of companies working to promote and further true evidence-based nutrition, through education, mentoring and consultancy. It consists of Mac-Nutrition ([www.Mac-Nutrition.com](http://www.Mac-Nutrition.com)), the MNU Certification ([www.Mac-NutritionUni.com](http://www.Mac-NutritionUni.com)) and the Mac-Nutrition Mentoring Lab ([www.Mac-NutritionMentoringLab.com](http://www.Mac-NutritionMentoringLab.com)).

The candidate's creative vision will combine with The Mac-Nutrition Collective message to create illustrations, digital media and video content for the brands as well as create content and co-manage/support Martin MacDonald's (CEO) personal social media platforms and digital marketing strategy.

The role is designed to give a Graduate/Junior Graphic Designer the opportunity to establish their skills in a variety of areas with the freedom to be creative and take a lead on several projects.



## KEY OPPORTUNITIES, ACTIVITIES AND DUTIES

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- Communicating key messages and the brand values through graphic design (print and digital)
- Supporting the digital marketing and social media strategy
- Creating and editing graphics and imagery for social media channels, websites and events across our key brands
- Recording and editing video and sound projects; organising raw media; editing saved footage; creating/inserting branding and static design where appropriate

## PERSON SPECIFICATION

### QUALIFICATIONS AND EXPERIENCE

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#### Essential

- A keen interest in graphic design and its use within the context of websites and social media
- Adobe Photoshop/Illustrator or other graphic design program competence and experience in creating high quality images e.g. EPS files
- GCSE English Literature and Language (Grade C or above)
- Computer proficiency with IT systems, MS Office, Web Browsers and Mac Mail/Gmail

#### Desirable

- BA/BSc in Multimedia Design, Graphic Design or a related field (2:1 or above)
- Technical media skills including videography and post-production
- Experience with front-end website design and development
- Experience creating social media content

### ESSENTIAL SKILLS AND ABILITIES

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#### Essential

- Ability to communicate fluently, in English, to both our audience and our staff
- Demonstrates clear, effective and professional communications with attention to detail
- Ability to work under pressure

- Ability to prioritise own workload, and balance conflicting demands and tight deadlines to ensure productivity for department standards

### **Desirable**

- Is well versed with The Mac-Nutrition Collective and our activities or understands our mission statement

### **PERSONAL DISPOSITION**

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- Personal integrity and the ability to invoke trust & respect from others
- Has a demonstrable personal interest in sport, health and/or fitness
- Availability/willingness to support various activities and projects within The Mac-Nutrition Collective at short notice
- Displays an energetic, positive, helpful, 'above and beyond', 'can-do' attitude
- Willing to support others in the pursuit of business goals
- Open minded with a view to adopting new practices
- Highly motivated with a passion for the brand vision

## **APPLICATIONS**

Please complete the application form by following [this link](#)