

## Mid-Weight designer

CCGroup, a Hoffman Agency, a Hoffman Agency is a PR-led marketing agency offering world-class communications services across media, industry analysts, and digital channels. With over three decades of building brands within key technology sectors, our industry experience is unparalleled across mobile & telecoms, enterprise technology, fintech, cybersecurity and connectivity. We've been there at the evolution of these sectors – and told their stories.

What makes us special? It's our people. At our core we're a diverse collective of fresh thinkers who aren't afraid to challenge the status quo. Our team is bursting with curiosity, passion, and a drive to make a difference. We believe in fostering genuine relationships and, above all, building long-term and trusted partnerships. We're constantly striving to become the best employer in tech marketing and have been recognised and awarded in this space many times in the past five years, these are a few of our awards:

- PRMoment Awards 2020, 2021, 2022 & 2023: Technology Agency of the Year
- PRMoment Awards 2020, 2022, 2023: B2B Agency of the Year
- PRovoke 2023: EMEA Technology Consultancy of the Year
- PRovoke 2022: Top Five UK Agencies to Work For
- PRWeek Best Places to Work 2023: Best Rewards & Benefits
- PRWeek Best Places to Work 2021: Best Agency to Work For (small agency, winner)
- PRWeek Best Places to Work 2021: Training and Development Award winner
- PRovoke 2020-2021: EMEA Technology Consultancy of the Year
- PRWeek Best Places to Work 2020: Mental Health Champion of the Year winner

### Main Job Functions

As a Mid-Weight Designer at CCGroup, a Hoffman Agency, you will play a crucial role in developing visually compelling and effective creative assets across a range of digital channels and formats, with a strong emphasis on paid and organic social media content. You will be responsible for translating briefs and strategic objectives into platform specific designs that resonate with our B2B technology audiences. This role requires a proactive, creative individual with a strong understanding of visual communication principles and a proven track record in delivering high-quality graphic design across social, email, website, visual identity and information design.

### Key Responsibilities:

- **Conceptualization and Design:** Develop creative concepts and design solutions for social media campaigns (both paid and organic), website visuals, infographics, presentations, email marketing, and occasional print materials.
- **Social Media Expertise:** Possess a deep understanding of best practices and platform-specific requirements for visual content across various social media channels (LinkedIn, Twitter, etc.). This includes designing engaging static posts, carousels, short-form video graphics, and adapting designs for different aspect ratios and formats.
- **Paid Social Optimization:** Design visually impactful and click-through-optimised creatives specifically for paid social media advertising, understanding the principles of A/B testing and performance-driven design.

- **Brand Consistency:** Ensure all design work adheres to client brand guidelines and CCGroup, a Hoffman Agency's visual identity, maintaining consistency across all touchpoints.
- **Collaboration:** Work closely with the wider marketing and PR teams, including account managers, content creators, and digital specialists, to understand project requirements and contribute creative ideas.
- **Project Management:** Manage multiple design projects simultaneously, ensuring deadlines are met and work is delivered to a high standard.
- **Staying Current:** Keep abreast of the latest design trends, tools, and technologies, particularly within the social media landscape.
- **File Management:** Organise and maintain digital design files effectively.
- **Feedback and Iteration:** Be receptive to feedback and able to iterate on designs based on internal and client input.
- **Occasional Print Design:** Assist with the design of occasional print materials such as brochures, reports, and event collateral.

#### Experience:

- Minimum of **5 years** of professional experience in graphic design, ideally within an agency environment or in-house marketing team.
- Demonstrable and strong portfolio showcasing a wide range of design projects, with a significant emphasis on **paid and organic social media design**.
- Proven experience in designing effective visuals that drive engagement and achieve marketing objectives on social platforms.
- Solid understanding of design principles (typography, layout, colour theory, imagery) and their application in digital and print formats.
- Proficiency in industry-standard design software, including **Adobe Creative Suite (Photoshop, Illustrator, InDesign)**. Experience<sup>1</sup> with motion graphics software (e.g., After Effects, Premiere Pro) is a plus.
- Experience working with brand guidelines and ensuring brand consistency.
- Familiarity with digital marketing principles and best practices.
- Understanding of file formats and optimization for web and social media.
- Experience working collaboratively within a team environment.

#### Remit:

- This is a **mid-weight design role** requiring a balance of creative execution, technical proficiency, and the ability to work independently and collaboratively.
- Your remit will primarily focus on **visual design for digital channels, with a strong weighting towards paid and organic social media content**.
- You will be expected to contribute creatively to campaign development and bring strategic thinking to visual solutions.
- While the primary focus is digital, occasional support for print design may be required.
- This role offers the opportunity to work on diverse and exciting B2B technology clients and contribute to award-winning marketing campaigns.

**Salary banding:** £37,000-£41,000

We're committed to making our recruitment process as inclusive as possible. We are happy to carry out interviews virtually or in-person, whatever suits best. We have an accessible office in central London, the closest station is King's Cross which is a step-free station, and we have accessible facilities including WCs and showers. We are happy to provide accessibility tools to ensure you are able to fulfil your job.

Please reach out to [laura.kolb@ccgrouppr.com](mailto:laura.kolb@ccgrouppr.com) should you need any adjustments at all during the process and beyond! If you don't know what adjustments you could have, email Laura and she can help with some suggestions.