

distantjourneys

Your Time to Explore

Welcome to Distant Journeys, a fast-growing UK based company specialising in escorted group tours to India, Sri Lanka, Australia & New Zealand, Japan, China, Vietnam & Cambodia, South Africa, Kenya and Canada & Alaska.

We are true escorted touring experts and have won numerous awards at the British Travel Awards, most recently achieving Gold in 'Best Small Travel Company to Australasia' and 'Best Small Travel to Sub-Saharan Africa', along with Silver in 'Best Small Travel Company for Escorted Group Holidays', 'Best Small Travel Company to Southern Asia' and 'Best Small Travel Company to the Far East/Central Asia'.

Our holidays offer unparalleled adventure and once in a lifetime travel experiences.

Our customers are at the heart of what we do, and this is reflected across our company – from our customer service awards to the passion of our teams on the ground in the destinations we operate in.

Due to unprecedented growth, we are looking to expand our talented team.



Job Description: Graphic Designer

Location: Ormskirk, Merseyside

Department: Marketing

Reports to: Creative Manager

Salary: £30,000 – £35,000 dependent on experience

Hours of Work: Full Time (37.5 hours), Hybrid working available (subject to location)

Overview

A creative and energetic Graphic Designer is needed for this exciting role with Distant Journeys. This role will provide support to the Creative Manager, the Head of Marketing and wider Marketing Team, creating graphical and design work to brief that is of expectational creative standard, is on brand and produced on time.

The Graphic Designer will contribute towards creative thinking and promote the brand in an effective, stylish and modern manner. They will be involved in the planning and executing of marketing campaigns both on and offline, helping to drive day-to-day enquiries and sales for the brand portfolio and other revenue generating products, to enhance the brand's performance and profile, whilst targeting a wide range of customers.

This role will work on fast-paced and challenging campaigns spanning brochures, web, social, email, direct mail and advertising, with support from the wider Marketing team, aimed at driving maximum ROI.

The Role

As Graphic Designer you will be responsible for customer-facing creative for the entire portfolio. To work as part of a creative Marketing team, primarily working with and taking daily direction from the Creative Manager, as well as the Marketing team, collectively take briefs and brainstorm work under the guidance of both.

You will have the ability to work as an individual and take initiative; be flexible and able to prioritise your own workload when working to tight deadlines.

You must have incredible attention to detail and an eye for quality.

Key areas of responsibility

Creative & Design Development

- Work with the Creative Manager to take briefings from the Marketing team and wider business to ascertain that all information required to produce creative work is gained to ensure that the creative process is managed effectively
- Be involved in the planning of marketing campaigns both on and offline, ensuring communications and promotions are executed across all channels effectively
- Support in the development of creative that differentiates Distant Journeys
- Complete design and artwork from briefing stage right through to final creative files, prepared for print or online/offline use
- Be part of and participate in conceptual sessions with the marketing team

- You will assist in the production of all brochures. This will include working with templates/designs, plus populating pages with copy and images and helping to manage the proofing, sign off and print processes
- Be part of and participate in creative concept sessions, and design and produce artwork for:
 - Brochures, Direct Marketing and other marketing collateral for print
 - Advert design for both on and offline media
 - Web, social media and email
 - Video & digital media
 - Sales support
- General support. Support the Creative Manager and wider Marketing team where required

Who we're looking for

You will be responsible and organised, forthcoming to other members of the team with timescales for projects. You will be able to work efficiently as an individual as well as a team player, with the relevant department heads to ensure that all creative work is on brand and can maximise cut through. With brand guidance and support from the Creative Manager as well as the marketing team, you will become known as Brand Advocate for Distant Journeys, ensuring all creative output is on brand.

Must be experienced in the following:

- Adobe CC Suite specifically InDesign, Illustrator & Photoshop
 - Knowledge of Adobe After Effects would be an advantage
- Minimum 3 years' experience as a creative with mac skills or as a designer
- Educated to degree level with a graphics design degree
- Working in a team environment and used to producing conceptual work as well as graphics and design work – must be a creative thinker
- Knowledge of HTML5 & CSS would be an advantage

COMPETENCY PROFILE

CONCEPTUAL & ANALYTICAL THINKING:

- Analyses complex problems and is able to break it down into logical parts
- Sees connections and patterns in information that are not obviously related
- Identifies the potential impact that trends or events may have on services or customers
- Draws logical conclusions and provides creative options and recommendations

CONCERN FOR QUALITY:

- Has on-going concern for quality
- Systematically monitors own work to ensure progress is on time and will be achieved to high standards
- Personally introduces own approaches and methods to raise quality standards
- Promotes and shares more effective methods of working with others to improve standards

INFORMATION SEEKING:

- Puts a process in place to ensure relevant information is extracted
- Personally investigates situations and uses a range of alternative sources to obtain information
- Constantly uses external and internal networks to keep abreast of changes
- Questions and tests the reliability of data they are given
- Records and stores information in a systematic way

SELF MANAGEMENT:

- Seeks to improve personal efficiency
- Adopts good time management practices
- Takes time ahead of meetings/delivery deadlines to work through actions required
- Is proactive when pursuing self-development on an on-going basis
- Creates own systems and processes to identify opportunities to improve productivity

RELATIONSHIP BUILDING:

- Accesses existing networks to remain current with information and developments
- Actively listens to others and seeks opportunities to exchange information
- Recognises the need to build relationships both internally and externally

CONCERN FOR RESULTS:

- Constantly monitors self service delivery and takes corrective action to ensure targets are met
- Identifies inefficiency and takes action to rectify
- Makes changes to improve business results

TEAMWORK:

- Shares best practice if they believe it will benefit others
- Willingly joins in when asked
- Shows respect for the views and actions of others