

Graphic Designer

Leaders (Executive Sport Ltd) run premium industry events, connect global senior industry leaders, and create essential industry intelligence to drive sport forward on and off the field of play.

With two clear functional areas, Leaders connect people and ideas by running premium, invitation-only global summits and private networking forums for business executives and performance practitioners across the world of sport. Leaders also publish intelligence through a multimedia platform that publishes all year round to 90,000 sports industry leaders. This is a great opportunity to experience working in a growing business, gain exposure to the sports industry and utilise your design skills to make significant impact on the business.

The Role

The House Designer is the brand guardian and responsible for the creation of all brand and marketing assets and provides support to all areas of the business in relation to the company's clear and consistent brand execution and high quality brand experience across print, digital and live events. Reporting into the Head of Marketing.

Areas of Responsibility

- Be the brand guardian and ensure high quality design is executed across all live, print and digital mediums
- Police brand guidelines across internal and external documents
- Ensure a consistent brand experience for the Leaders audience across print, digital and at live events
- Produce creative ideas for marketing campaigns across all Leaders products targeted at the sports business and sports performance industries
- Design editorial layouts of the quarterly Performance Journal and ensure all design deadlines are met for the production of the Journal
- Design all digital content stage graphics for onsite activation at Leaders events
- Be the lead on all brand guides & staging visuals across all Leaders events, working with external suppliers and internal stakeholders where necessary to maximise experience for the Leaders audience
- Work with the sponsorship team to deliver value for partners, creating unique assets where applicable (lock up logos etc) and ensuring Leaders brand is protected at all times but also delivers value to the client
- Research and source sporting imagery to use across all materials
- Design marketing imagery for distribution across multiple platforms including website, html emails, social platforms, print and branding for live events
- Design and create collateral for marketing, sales and management based on internal creative briefs and adhering closely to the brand guidelines
- Work with external creative agencies to produce high quality brand assets for new products and creative ad campaigns
- Provide support to the marketing team when required across the digital platforms
- Be a champion for the user experience across all collateral and digital channels





The Benefits

- Working for a company with an innovative and creative mind-set where the boundaries of the brand are openly pushed and tested to create original content in a crowded marketplace
- Experience of working briefs for designers within a growing organisation
- Opportunity to further develop your Creative Suite skillset
- Credible reference from a high profile employer within the global sports industry
- Develop a strong understanding of the importance of design and marketing within a business context
- The opportunity to try your hand at design across a number of key marketing platforms
- A unique opportunity to fulfil a passion to work in sport and design that touches a global audience of senior sports influencers including the likes of Arsene Wenger, Brian Cashman, & Roy Hodgson amongst others

Ideal Candidate

- 1-2 years experience in a graphic design role.
- Advanced in Adobe Creative Suite - Primarily InDesign, Illustrator and Photoshop, as well PowerPoint
- Adobe After Effects a plus
- Self-motivated, hard-working, trustworthy and committed to the task at hand
- A passionate designer
- Proactive and responsible
- Excellent attention to detail
- A creative thinker with confidence to express their vision
- Someone who can understand the brand direction of Leaders and the importance of consistency across brand execution
- Interest in global sport
- An understanding of marketing's function within a business preferable
- Studying a Design related University degree - Graphic Design is preferable
- Someone looking for a career in graphic design, keen to gain exposure of creating marketing assets across a multitude of platforms



If you are interested please apply with a tailored covering email, CV and design portfolio either as a web link or pdf format (no larger than 10MB).

Email all applications to milly.preston@leadersinsport.com