

iheed's vision is to be the recognised global leader in online and blended medical education delivery providing postgraduate programmes directly to doctors, nurses and healthcare professionals to make a real difference to patient care.

## About iheed

Established in 2013, iheed is a prestigious, globally recognised, online medical education organisation, built by doctors and healthcare professionals for doctors and healthcare professionals. By partnering with world-leading education institutions, we offer healthcare professionals around the world blended and online postgraduate medical education programmes on the world's most advanced medical education learning platform.

Our team are headquartered in Dublin but working remotely under the current climate. Right now, we are expanding the number of programmes we offer and are growing our team to meet this demand. On that basis we are seeking an experienced and enthusiastic Digital Marketing Designer to join our team to deliver high quality graphics, stunning visuals and marketing materials.

iheed has recently been acquired by Cambridge Education Group. Since 1952, Cambridge Education Group has been delivering the highest quality academic programmes, providing a valuable stepping-stone for thousands of students to progress onto the world's leading universities and maximise their career opportunities.

Our team work in a fast-paced, ever-evolving environment within the medical e-learning space and the role is ideal for someone who possesses excellent visual skills, has a creative mind set and attention to detail.

Initial 6 months contract with a view to permanency.

## Main Responsibilities

Your responsibilities include, but are not limited to:

- Design and deliver creatives for digital channels including advertising, social media graphics, web banners and emails on a regular basis.
- Take design briefs and work independently with our marketing team to deliver on our business goals.
- Visualising and creating graphics including illustrations and basic animation.
- Producing marketing collateral within brand guidelines.
- Your graphics should capture the attention of those who see them and communicate the right message.
- Design and build high-impact email campaigns and improve user experience and enhance email marketing automation programmes.
- The goal is to inspire and attract the global target audiences.
- Help standardise and implement visual identities to create effective advertising and marketing collaterals that communicate and help to describe our brand.
- Collaborate with the design team to solve problems in a creative and impactful way.
- Work closely to understand collaboration with our in-house development and design team.
- Attend meetings and assist with design related matters for our project managers and marketing department.

## Requirements

- 3+ years of professional experience in digital marketing design or related design role.
- Excellent knowledge and experience in creating and optimizing assets and media for the web.
- Understanding of digital channels including site, social, email and paid advertising an advantage.
- Portfolio of your work demonstrating creativity and design capabilities - link is acceptable.
- Proficiency with Adobe Creative Suite mainly Photoshop, Illustrator and inDesign.
- HTML 5 coding in particular for animated banner ads desirable
- Exceptional creative design skills, understanding of colour theory, typography, layout skills and excellent attention to detail.
- A dual-minded approach: you're highly creative and excellent at producing visual design content but can also be process-driven and understand branding and marketing concepts.
- Manage time wisely and ability to work both independently and as a team on multiple projects and tight deadlines.
- Strong knowledge of current digital design best practices.
- Excellent written and verbal communication skills.
- Photography and video editing experience is a bonus.
- A positive, enthusiastic and proactive attitude and a willingness to learn.

## What we offer

- Competitive salary
- Monday to Friday working schedule
- Flexible approach in regards candidate location and ability to work remotely
- Creative, innovative, fast-paced, and friendly working environment

## Salary

€28-€33k per year