

<b>Job Title</b>	Junior Graphic Designer
<b>Reports To</b>	Senior Graphic Designer, UK
<b>Department/Division</b>	Sales & Marketing

## About Us

Greystar is a market leading fully integrated real estate company offering expertise in investment, development, and property management of multifamily residential properties globally. The UK business is rapidly growing, providing exceptional student accommodation through our Chapter platform, as well as an expanding portfolio of Multifamily Private Rental properties.

Our employees are the key to the success of our business with exceptional service at the heart of everything we do. This level of service is a result of their expertise, a solid understanding of the markets they operate in and a passion to provide outstanding experiences.

Our aim is to further expand across the UK and Europe by hiring local talent and staying true to Greystar's core values of integrity, respect, professionalism, accountability, service and team work.

## About the Role

### Role Summary

The Junior Graphic Designer is responsible for helping to drive the creative direction of campaigns through the production of print and digital marketing collateral for the company's student and multifamily (build to rent) brands.

### Key Role Responsibilities:

- Works closely with the Senior Designer to execute on-brand and imaginative designs for both online and print campaigns
- Delivers a range of ideas and design assets for campaigns and brand led projects across student and multifamily assets that meet the set brief, brand guidelines and provide a competitive edge in the marketplace
- Creates a variety of marketing materials that meet each portfolio's or property's brand guidelines, including but not limited to; email campaigns, digital ad banners, adverts, flyers, signage, exhibition stands, brochures and social media content
- Prepares a range of design ideas based on agreed briefs for each project, aiming to showcase both the requested ideas from the marketing team and alternative options based on contemporary design thinking
- Assists the Senior Graphic Designer with creating print ready artwork to printer specifications
- Assists with the development of presentations, client reports, proposals and pitches for corporate marketing activities as required
- Works collaboratively with the Marketing Managers to deliver continuous and consistent print and digital assets across all brands

*This job description is not exhaustive; roles are expected to evolve and change over time as the business grows and develops, within reason of the original remit.*

- Liaises directly with the Marketing Managers about future projects and pipeline
- Carries out photography retouching and image manipulation
- Assists in the management of digital materials, photography and video.

Organisational Responsibilities:

- Follows established policies and procedures by monitoring and ensuring compliance with regulatory requirements, organisational standards, and operational processes related to area(s) of responsibility and reporting violations or infractions to appropriate individual(s).
- Demonstrates appropriate safe behaviours in accordance with Company, property, and departmental policies, procedures, and standards by immediately reporting any mechanical or electrical equipment malfunctions, employee/visitor/resident injuries or accidents, or other safety issues to appropriate individual(s).
- Identifies areas for improvement, offers suggestions to improve efficiency and productivity, and implements ideas that achieve operational excellence.
- Keeps abreast of current changes in technology, processes, and standards within the industry and area(s) of responsibility by attending internal and external training classes.

Role Scope:

- This role supports all portfolio activity within the Company.

Key Relationships:

- This role will work closely with the Senior Designer, Marketing Managers, Marketing Director and freelance design support.
- This role will liaise with suppliers including printers and photographers.

## About You

Knowledge & Qualifications:

A good knowledge of the following tools is required:

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Microsoft suite including Word and PowerPoint

Knowledge of the following would be beneficial:

- Adobe Animate and HTML5
- Adobe After Effects

Experience & Skills:

- Experience in a junior or assistant designer role within a consumer facing marketing department
- Have a good understanding and appreciation of brand
- A contemporary design aesthetic and interest in graphic design, typography and advertising and ability to contribute creative ideas
- Experience of using design guidelines for creating consistency within collateral
- Exceptional layout skills in print and online
- Knowledge of the print process and setting up files ready for production
- Keen eye for detail including the ability to work quickly and with accuracy
- Ability to manage multiple jobs and projects, both independently and collaboratively with the senior graphic designer, of varying size to deliver consistently and to a high standard.

*This job description is not exhaustive; roles are expected to evolve and change over time as the business grows and develops, within reason of the original remit.*

- Excellent written and verbal communication skills, and able to articulate ideas clearly to the team.

Behaviours & Values:

- **Integrity** - We will stay true to the highest ethical standards and principles, and be honest, trustworthy, and humble in all of our words and actions.
- **Respect** - We will accept and value our individual differences and show genuine consideration for the thoughts, needs, and ideas of others. We value and encourage a work/life balance.
- **Accountability** - We will take responsibility and accept ownership for our words, actions, tasks, and results, and respectfully hold others to the same standard.
- **Professionalism** - We will proudly present a positive, dignified, and business-like image at all times through our appearance, behaviour, and interactions with others.
- **Teamwork** - We will work together to accomplish goals, solve problems, and enrich our work environment.
- **Service** - We will make service our top priority by giving our time, knowledge, and experience to serve the needs of our customers, community, and team members.

*This job description is not exhaustive; roles are expected to evolve and change over time as the business grows and develops, within reason of the original remit.*