

## Graphic Designer

Reporting to: Creative Director  
Department: YouGov Creative  
Location: London  
Contract: permanent, full time

YouGov's ambition is to become a unique part of the global internet infrastructure - like Google for search, Facebook for social, Amazon for retail, we want it to be YouGov for data & trends.

Our innovative, savvy and highly creative marketing team at YouGov are responsible for promoting the YouGov brand to the world. Our objective is to raise YouGov's profile among the general public, prospective clients, potential panellists, and the media. We are able to achieve this by creating all kinds of content. From articles that feature in leading publications to client webinars that affirm our thought leader status, and everything in between.

In this exciting role you'll be responsible for coordinating graphic designs and to support our YouGov Global marketing activities.

### What will I be doing day to day?

- Development of design projects (physical and digital marketing collateral, campaigns, presentations, etc.) to a high standard and responsibility for editing and preparing print ready artwork
- Guide internal stakeholders in realising their projects through sharing best design practices
- Responsible for the design brief when liaising with internal stakeholders
- Understand and work with our YouGov branding and corporate guidelines where relevant; understand how design can be used to support YouGov's employer branding
- Working closely with the web content team to build designs and ensure correct executive for all graphics on the website
- Sourcing and creating images for a range of purposes – for use in charts, pitches, reporting, recruitment, sales and general marketing collateral
- Liaising and negotiation with suppliers (e.g. designers, printers, promotional companies)

### What do I need to bring with me?

- Excellent written, oral and electronic communication skills
- Excellent CS skills, primarily InDesign, Photoshop and Illustrator
- Strong knowledge of MS Office 2016 programs (primarily Powerpoint, Excel, Word, and Outlook)
- Good typography and layout skills as well as good quality retouching skills
- 2-3 years' experience in a graphic design environment
- Degree qualified in graphic design or a related field
- Level headed in crisis management
- Outstanding time management skills with the ability to deliver results and meet deadlines
- Outstanding attention to detail

#### Small Print

Please note that this is not an exhaustive list, and we need you to be flexible in your approach to carrying out your duties, that may change from time to time to reflect changes in the business' needs. YouGov therefore reserves the right to vary your job description in consultation with you.



- An aptitude for great storytelling with a clear communication style
- Working knowledge of Adobe Creative Suite
- Be self-motivated and proactive
- Strong initiative, negotiation and influencing skills
- Experience producing/editing videos in Premiere Pro and After Effects a plus

### Some additional information . . .

This is a full time role (37.5 hours a week), based at our London Head Office in super-cool Old Street. Our [candidate info pack](#) will tell you all about our company benefits and what our work culture is like – have a read!

Also, check out the products section on our [website](#), and why not try the Profiles tool [here](#)?

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