

JOB DESCRIPTION

Position Title	Senior Brand & Design Associate, Marketing
Position reports to	Associate Director, Marketing
Salary	TBC
Location	London (Hybrid working)
Position type	Permanent

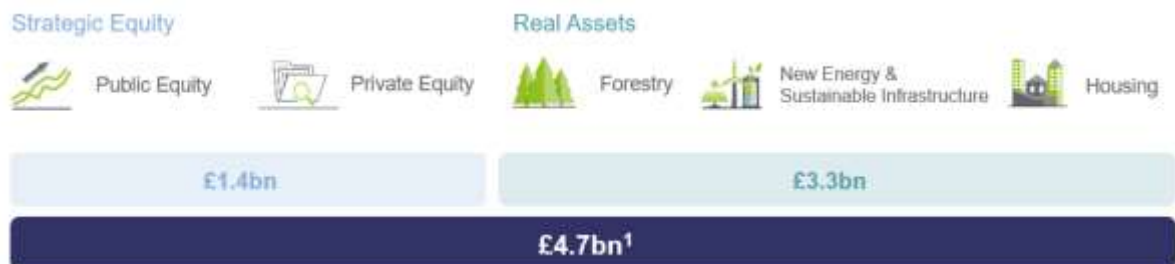
Business Overview

Gresham House is a specialist alternative asset manager providing funds, direct investments and tailored investment solutions, including co-investment across a range of highly differentiated alternative investment strategies. Our expertise includes strategic public, private equity (private assets), timber, renewable energy, housing and infrastructure. We aim to deliver sustainable financial returns and we are committed to building long-term partnerships with our clients to help them achieve their financial goals.

From a standing start in December 2014, through a combination of acquisitions and organic growth, the Gresham House business has grown exponentially, with assets under management now at c.£4.7 billion, (30 June 2021), providing a strong and scalable platform from which to continue to grow. The team is delivering on its objectives and now has c.180 employees working in London, Oxford, Dumfries and Perth in Scotland and Dublin.

As a signatory to the UN-supported Principles for Responsible Investment (PRI), our vision is to always make a positive social or environmental impact, while delivering on our commitments to shareholders, employees, and investors.

The business divides into two divisions - Strategic Equity and Real Assets:



1. As at 30 June 2021

Role Objective:

This role will have a broad creative remit across Gresham House's wide range of assets, funds, and services, enabling the right candidate to apply their skills and expertise within an evolving environment.

The role will have four key areas of focus:

- To support the design and creation of visually stimulating and effective marketing collateral across Gresham House, including using Microsoft Office (PowerPoint, Excel, and Word) and Adobe Creative Suite (particularly InDesign, Photoshop, and Illustrator), as well as digital assets.
- To be responsible for the design elements of a wide variety of marketing materials, printed collateral, and digital assets applying effective branding, illustration, and data visualisation (graphs, charts, infographics) with the aim of helping to raise brand awareness, to support fundraising targets and promote thematic content across all investment strategies, whilst enhancing the visual experience for stakeholders and potential investors.
- To create and take ownership of new Group brand guidelines, maintain high visual standards for all marketing materials across all media, and ensure all Group marketing is consistent from a creative perspective.

- To support the delivery of digital advertising and social media campaigns through production of creative assets which help to communicate effectively with shareholders, investors, and clients.xt here

Key Responsibilities / Accountabilities:

- Produce high-quality design creative for use within a range of formats including presentations, factsheets, mailshots, social media, video
- Assist in the delivery of the Group's marketing strategy through creative ideas and visual communication, to raise brand awareness, improve reach, increase website traffic among our target audiences and generate new leads
- Work closely with the Marketing Team, external agencies, and stakeholders at all levels across the wider business to understand and interpret their ideas and aspirations visually
- Maintain and improve the quality of all marketing collateral templates and ensure these adhere to brand and style guides
- Manage our image and video library
- Take ownership for the creative output of the business, work to enhance, and evolve this in line with business objectives

Key Internal Relationships:

- Associate Director, Marketing
- Marketing Team
- Distribution Team
- Admin Team

Skills & Experience:

- Strong creative skills and design sense
- Experience and excellent knowledge of PowerPoint
- Good levels of experience in Adobe Creative Cloud including InDesign, Photoshop, Illustrator, Premier Pro and AfterEffects
- Good experience in similar roles
- Ability to effectively translate ideas into design
- Strong communication and interpersonal skills
- Strong organisational and time management skills and ability to multi-task
- Ideally with experience in and knowledge of the investment management industry
- Knowledge of HTML desirable

Personal Attributes:

- Creative and motivated
- Keen eye for detail
- Enjoys working in a fast-paced environment and with a hands-on approach to driving current and new business and delivering results
- Team player - gives credit to others and seeks and values their opinions
- Adaptable to changing situations and circumstances
- Drive and determination, results focused

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- Shows commitment - to the business and the task in hand
- High level of integrity
- Is self-aware and self-critical - knows their weaknesses and addresses them; can accept constructive criticism
- Able to communicate effectively and adapt to anyone within the broader team

Gresham House is an equal opportunities employer and encourages all qualified candidates to apply regardless of their racial, ethnic, religious and cultural background, gender, sexual orientation or disabilities. Gresham House is dedicated to encouraging a supportive and inclusive culture amongst all our employees.

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