**Junior Creative**

**Reporting to Commercial Manager**

**YOUR PERSONAL PROFILE**

**YOUR ROLE…**

Trafford Leisure is seeking a Junior Creative to join its Marketing Team. This is an entry-level position suitable for a recent graduate with a background in graphic design or visual communication. The successful candidate will contribute to the delivery of creative content aligned with the organisation’s branding, with a focus on supporting the development and implementation of the move brand.

The role will involve producing visual assets for both digital and print platforms, including social media graphics, marketing materials, signage, and branded merchandise. The Junior Creative will also assist with the creation and editing of short-form video content, as well as provide support across various marketing campaigns and events.

This position offers hands-on experience in a professional setting and the opportunity for continued development under the guidance of senior marketing and design staff. The role requires a proactive approach, attention to detail, and a strong interest in using design to support health and wellbeing initiatives.

**Our Vision**

Inspire and create opportunities for the people of Trafford to move more and live longer, healthier, happier lives

**Our Purpose**

Move More Everyday

**Our Strategic Outcomes**

Improving Health outcomes for all

Excellent facilities, activities and programs

Net zero by 2038

**YOUR SPECIFIC TASKS AND RESPONSIBILTIES INCLUDE BUT WILL NOT BE LIMITED TO**

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| 1. Create engaging visuals for digital and print. Including posters, flyers, social posts and branded templates. |
| 1. Help design content for Instagram, Facebook, and TikTok, from quick graphics to animated Reels. |
| 1. Edit short-form video content from mobile or GoPro footage (we’ll show you how). |
| 1. Support the delivery of campaign visuals, from concept sketches to final rollouts. |
| 1. Regularly attend sites to support photography or behind-the-scenes content creation. |
| 1. Work closely with our Marketing Manager to learn, grow and develop your creative career. |

**YOUR EDUCATION, EXPERIENCE, KNOWLEDGE, SKILLS, AND BEHAVIOURS**

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| **EDUCATION AND QUALIFICATIONS** |
| 1. A degree or qualification in Graphic Design, Visual Communication or similar |
| 2. A portfolio that shows your design flair (uni projects welcome!) |
| **EXPERIENCE** |
| 3. Working knowledge of Adobe Creative Suite. Especially Photoshop, Illustrator, and InDesign |
| **SKILLS AND ABILITIES** |
| 4. Willingness to learn and try new things – from video editing to creating for social |
| 5. Good eye for layout, typography and colour. Specifically using and enhancing the move and Trafford Leisure brands. |
| 6. Passion for creating work that helps people move, thrive, and feel better |
| 7. Familiar with basic animation tools (desirable) |
| 8. Basic knowledge of video editing (Premiere Pro or similar) (desirable) |
| 9. Some knowledge of accessibility or inclusive design (desirable) |
| **KEY BEHAVIOURS** |
| 10. Self-motivation and personal drive to manage competing priorities and meet deadlines |
| 11. Flexible, creative, and innovative to meet the needs of the business. |
| 12. A professional focussed approach who inspires improvement and development in people, performance, and processes |
| 13. Passion for photography (desirable) |
| 14. Ability to create engaging written copy that suits our target audiences. |

**21.05.2025**