

## Design & Content Manager

### Job Description



**Salary – £35,000**



**Location – Hybrid with 3 days in-office work at the Plumpton office (BN7 3AL) or the Birmingham Office (B4 6AF)**



**Working hours – Full-time (37.5 hours)**



**Contract – Permanent Role**



**Reporting to – Group Head of Marketing & Commercial Strategy**



## **Who is Genius Within and What do we do?**

Genius Within CIC is a social enterprise established in 2011 to help neurominorities fulfil their potential in employment and their careers. Neurodiversity creates strengths that can benefit workplaces and communities.

We are working towards a future where all adults with neurodiversity will be able to maximise their potential and work to their strengths; where those with problems at work or in custody receive the diagnosis, coaching and support that they need. We provide Assessments, coaching, awareness training and in work support alongside social inclusion work and services for young people.

## **Equality, Diversity & Inclusion**

Genius Within cares deeply about creating a diverse and inclusive workplace. We are proud to be an equal opportunity employer and a disability confident leader. We are committed to equal employment opportunity regardless of race, colour, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, or gender identity.

Genius Within does not require disclosure to make reasonable adjustments. We ask all employees “how can we support you to work at your best” and are adept at provision of coaching, technology, flexible terms to meet this objective. Our highly successful majority disability staff team are testament to the benefits of making adjustments.

## Role Overview

The Design and Content Manager plays a key role in developing and delivering high-quality visual and written content that supports the organisation's marketing strategy.

As the Design and Content Manager you will be working closely with the Group Head of Marketing and Commercial Strategy. This role is responsible for creating engaging marketing materials across print, digital, and video, ensuring consistency with brand guidelines, inclusive language, and visual identity.

Working across both B2B and B2C audiences, the role supports campaigns for company's portfolio of services and digital products, by developing high quality marketing content.

A central part of the role is to design and develop content for web, social, email, newsletters, webinars, articles, reports, press releases, awards entries, digital ads and presentations. Doing so through the use of tools such as Adobe Creative Suite, Canva, CMS platforms (WordPress and Typo3), PowerPoint and HubSpot Marketing. SEO of web content is also a key part of this roles responsibilities.

The postholder collaborates with colleagues across departments to align messaging and ensure accessibility. Key partner departments include Sales, Client Services, Psychology, and Digital / Product.

The Design and Content Manager also contributes to major events and trade shows by producing visual assets, managing vendor relationships, and occasionally attending in-person themselves to represent the business, gain insight to the wider market, competitors, customers and prospects.

## Main Duties and Responsibilities

- **Design marketing materials** images, video and print: using Adobe Creative InDesign, Illustrator, and Canva
- **Create and edit content** including copy for websites, emails, brochures, social media, and video scripts
- **Manage and update web content** using CMS tools (e.g., WordPress, Typo3)
- **Support campaigns** by developing assets for both B2B and B2C audiences
- **Collaborate** with teams across the business to ensure messaging is aligned and accessible
- **Maintain brand consistency** in tone, visuals, and inclusive language
- **Optimise content** for SEO, readability, and engagement using insights and analytics
- **Repurpose and reformat** existing materials for new audiences and formats
- **Support content publishing** across platforms and channels

### **Presentation development:**

- Design engaging, professional, and effective presentations for Board-level meetings, internal sales/marketing initiatives, and external speaking engagements at conferences, webinars, seminars, and trade shows. Ensure presentations communicate key messages clearly, attractively, and persuasively in PowerPoint.

### **Event and Trade Show Assets:**

- Design and commission visual assets for conference stands, including banners, backdrops, videos, demo stands and signage.
- Coordinate with external vendors and suppliers for print and production, ensuring high-quality execution and timely delivery.
- Attending events and Trade shows to represent the Marketing Team and for content purposes.

**This job description is intended to provide a broad outline of the main duties and responsibilities only. The post holder will need to be flexible in developing the role in conjunction with their line manager. The post holder may be asked to carry out any other delegated duty or task that is in line with their post.**

## **General responsibilities**

- Take responsibility for own CPD (Continuing Professional Development) in line with Genius Within expectations.
- Ensure that all Genius Within policies, e.g. Equality and Diversity, Code of Conduct, Safeguarding procedures, Health and Safety, Data Security, are fully applied at all times.
- Ensure accurate and secure handling of data including DBS, case notes, and financial records.
- To be responsible for promoting and safeguarding the welfare of the vulnerable adults you come into contact with.

## Knowledge, Skills, and Experience

### Required

- Proven experience in brand management, graphic & video design and production
- Strong portfolio demonstrating expertise across digital and print mediums.
- Advanced proficiency in Adobe Creative Suite (Illustrator, Photoshop, InDesign) and Microsoft PowerPoint.
- Exceptional attention to detail with a strong sense of aesthetics and visual storytelling.
- Ability to manage multiple projects independently, delivering high-quality results under tight deadlines.
- Excellent communication and collaboration skills, with experience presenting to senior stakeholders- this involves being able to share ideas clearly (in writing and/or verbally), actively listening and working with different people across the business
- SEO Optimisation of content via a CMS
- Experience of data analysis to assess content performance using GA4 and HubSpot Marketing analytics.

## **Desirable**

- Prior experience developing brand identities, guidelines, and style guides.
- Experience in managing creative projects from concept to production.
- Familiarity with working in dynamic, fast-paced environments- for example managing multiple concurrent projects with tight deadlines or adapting quickly to changes in priorities
- An understanding of Neurodiversity or lived experience- however not essential we will provide you with training and regular CPD opportunities

This role offers a unique opportunity for a creative professional who excels at strategic design execution and takes pride in enhancing brand visibility and integrity.

## **Abilities**

- Strong rapport skills; able to work with a range of customers and develop business relationships; tender opportunities and present with confidence to a wide audience.
- Ability to work flexibly to meet the requirements of the post, including occasional evening and weekend work.
- High levels of energy and the ability to work at a fast pace in a sustained way.
- Empathy - being able to understand somebody else's point of view.
- Ability and willingness to embrace the Company Clean Feedback model.
- Ability to adopt the Genius Within values of transparency and openness through seeking feedback, authenticating problems constructively and role modelling appropriate business ethics and communication.



## Other Information

Genius Within is an accredited Disability Confident Leader. If you require any adjustments, please let us know as soon as possible to support you to be at your best during this process.

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**The successful candidate must undergo a basic DBS check, on the basis that the role involves contact with vulnerable adults, in accordance with the Rehabilitation of Offenders Act (1974). Other relevant recruitment checks may also be carried out, including HMG Baseline Personnel Security Standard and prison vetting and clearance.**

**We recognise the contribution that people with criminal records can make as employees and associates and welcome applications from applicants who meet the role requirements. A person's criminal record will not, in itself, debar that person from being appointed to this post. Any information given will be treated in the strictest confidence. Suitable applicants will not be refused posts because of offences which are not relevant to, and do not place them at or make them a risk in, the role for which they are applying.**

**Our core values include openness and integrity and we work hard to create a culture built on trust and transparency. This is extremely important in order to serve our community who rely on us to provide a safe space and support for them to unlock their own Genius Within. vetting and clearance.**