

For 50 years the Institute has operated a co-educational school on Leeson Street in Dublin city centre, evolving over the years to become one of the largest private schools in Ireland. Putting the student at the centre of everything we do, we provide a focused, flexible and complete education experience, where 4th, 5th and 6th year students can maximize their academic capabilities and develop the confidence and maturity to thrive as they move on to third level education. Catering for up to 6,000 learners per year in a learning environment, which is at least as advanced as many 3rd level institutions.

Multimedia Design Specialist

Job Summary

Reporting to the Marketing Manager, the Multimedia Design Specialist will assist across various branding projects to help build and maintain a strong and cohesive brand both online and offline. The primary focus of the role will be the creation of digital assets and content (graphics, videos, photographs) for a wide range of platforms, including social media, display advertising, website and email marketing. The successful candidate will lead from the front in terms of video styles and formats, platform specs and marketing/communication design trends. You will be up to date on industry trends and the latest digital design software.

Working as part a wider team you will be responsible for designing digital assets, testing them, and optimizing them based on their performance. The role will also require the creation of printed assets including brochures, informational / promotional materials and other ad-hoc requirements as needed. This is a key role within the Marketing Department, which supports the commercial sales objectives of the Institute.

Key Responsibilities

- Creative flair to develop effective digital assets (static, video etc.) for a range of platforms (social, display advertising, websites, mobile apps, etc.).
- Expertise with standard digital design tools across the Adobe design suite; Adobe After Effects, Premier Pro, Adobe Illustrator, InDesign, Adobe Photoshop, Adobe Lightroom, Adobe XD etc.
- Photo and video editing expertise. Experience with photo and video editing software (e.g. Photoshop, Adobe Premiere Pro).
- A good understanding of visual design principles and a proven ability of translating complex detail and data into compelling and visually appealing marketing assets.
- Experience creating digital assets for a variety of target audiences.
- Strong portfolio showing the breadth of digital design capabilities (including previous project and campaign work).
- Proven digital content creation skills.
- Provide design support to other areas of the school to create product graphics, identity design, or other similar offline graphics.
- Research industry trends to present ideas and concepts for timely digital innovation.
- Assist with the design of promotional material for events, including display, brochures and videos, infographics, presentations, guides, and other promotional and informational materials.
- Ability to prepare content for internal use (student newsletters, notice boards etc.)



- Liaise with creative agency and photography partners to manage images, logos, stats and content to use in various creative projects.
- Develop and curate an extensive bank of videos and photography assets and maintain records of all videos, images and other assets.

Knowledge Skills and Experience

- A team player who is also capable of working independently.
- Excellent written and verbal communication abilities.
- Good interpersonal skills and a confident manner.
- Highly proficient in English and English grammar.
- Ability to work effectively and efficiently under pressure.
- Excellent organisational skills with an ability to multi-task, priorities workload and work to tight deadlines.

Education & Qualifications

- Degree or diploma in Marketing, Design, or related field
- Minimum of 4-5 years agency experience or previous experience within a busy, commercially focused in-house marketing environment

The Institute of Education is an equal opportunities employer.