



Join the boatfolk crew

Designer & Content Producer

Location Head Office – Southampton
Reporting To Group Marketing Manager
Application deadline 08/04/2024

About us

Here at boatfolk we share a passion for boating and getting people out on the water. As part of the UK leisure industry, we operate 11 marinas at locations in England, Scotland, Wales, and Northern Ireland. But we're about so much more than just marinas, whether it's our on-site yacht brokers, boat repairs services or hospitality offerings everything we do is about delivering the best possible experience for our boatfolk community.

To deliver that mission, we are looking for enthusiastic people who are passionate about the water, who love what they do and who will actively engage with our company values to drive constant improvement in the experience received by our customers and create inclusive places and communities where people can give boating a go.

When you join boatfolk you become part of a crew that care, not just about doing a great job but making a positive long-lasting impact. Whether it be through sustainability initiatives that challenge the boating industry or encouraging youth participation to welcome the next generation of boaters onboard. At boatfolk you're never short of opportunities to make a difference.

Our values inform our decisions and guide our behaviours, reflecting how our business operates in the communities we are part of. They are our promises to ourselves, to our customers and to each other and they are expected of everyone across our business, regardless of the position they hold.

Our values

DETAIL	We focus on doing things right for our customers.
EXPERIENCE	Going beyond good service to put customers at the centre of all we do.
CARE	We care about each other, our customers and the environment.
COMMUNITY	We actively create inclusive places to bring people together.
CHALLENGE	Be fearless, give it a go!

The team

At boatfolk we have been on a transformation journey since our inception in May 2020. This has seen us grow from five marinas to 11; two boatpoint offices to eight; one boatcare centre to six; as well as the launch of five restaurants and two hotels. This growth has been underpinned by the creation and meticulous roll-out of our family of brands and has been a story of successful industry disruption. Our central marketing team are a group of specialist marketers, focused on delivering an omnichannel brand marketing strategy that supports our overarching business plan. The team operates as an expert resource for all parts of the boatfolk group, from boat sales to hospitality, to ensure brand awareness, digital CX and sales are delivered in a cohesive and measured way.

Role purpose

The purpose of the Designer & Content Producer is to support our varied brand portfolio with the creation of beautiful and purposeful brand communications and assets that will cut through our crowded markets and engage our audiences. The Designer & Content Producer will be responsible for creating and managing all design and artwork for our group of brands. This includes developing and executing creative concepts for a variety of marketing materials, such as document production, digital banners, GIFs, and basic video and photography editing. The role also requires close collaboration with the marketing and brand teams to ensure that all designs are consistent with the company's overall brand identity.

Key responsibilities

- Bring a creative and inspiring vision to the development of the boatfolk family of brands, helping us articulate our points of difference across our key markets
- Create and refresh a regular stream of digital brand assets, including reels/stories, MPUs, social posts,
- Create, update and deliver printed brand materials, including rate cards, menus, leaflets
- Manage the production of video and photographic content for our family of brands to support key marketing objectives
- Manage the production of all design projects from start to finish, meeting deadlines and ensuring high quality in all work
- Stay up-to-date on the latest design trends and technologies
- Take a digital-first approach to interpreting briefs, ensuring we consider the best way to answer a design challenge
- Understand, manage and police the use of our suite of brand guidelines
- Act as the gatekeeper of the boatfolk brand library, ensuring that materials are up to date and accessible for use across the business

Core Competencies

- Proven experience in a graphic design role, preferably in an in-house setting
- Strong experience in digital design development as well as more traditional media
- Strong portfolio of design work demonstrating creativity, technical skills, and versatility
- Excellent communication and interpersonal skills
- Ability to work independently and as part of a team
- Ability to manage multiple projects simultaneously and meet deadlines
- Strong organisational and time management skills
- Proficiency in Adobe Creative Suite (Illustrator, Photoshop, InDesign)
- Experience with video and photography editing software is a plus

Benefits for you

- Competitive salary

- 25 days' annual leave (plus bank holidays).
- Bonus and range of other employee benefits including a Health Cash Plan, Cycle to Work scheme, Employee Assistance Programme and Life Insurance.
- Discounts on boatfolk bars, restaurants and hotels.
- Discounts on berthing and boat sales.
- Contributory pension scheme.
- On-the-job and other development and training.
- Friendly and dynamic team working environment.
- Free car parking.

To apply please forward your CV, a digital portfolio of recent work along with a covering letter to Emelie Pine, Group Marketing Manager at emeliep@boatfolk.co.uk