**Role:** Content and Design Executive

**Location:** Birmingham, with travel as required (we offer Hybrid working supported by a Smart Working Policy)

**Full Time or Part Time:** Full Time

**Directorate:** Corporate Services (Marketing)

Company Overview:

Ardent is the UK’s leading provider of land, consent management and stakeholder engagement services to support major infrastructure and regeneration projects from concept to delivery.

We are Project Managers, Chartered Surveyors, Transport Planners and Land Referencers, based in London, Birmingham, Warrington, Leeds, Glasgow and Dublin and supporting projects throughout the UK and Ireland.

Established in 1992 to provide a 'one stop shop’ for land and property matters for major infrastructure projects, our client portfolio includes some of the biggest players across our four core sectors of transport, renewables, utilities and regeneration.

We are passionate about delivering life-improving change for communities and future generations and we are proud to play a key role in facilitating and delivering the UK and Ireland’s net zero agenda, improving connectivity, enabling the repurposing of high streets and town centres and delivering new homes for the people who need them most.

We are problem-solvers, can-doers and solution-drivers working collaboratively with our clients to provide proactive and strategic advice to identify and mitigate risks, deliver efficiencies and, ultimately, achieve deliverable consents and build projects that positively impact people’s lives and the world that we live in.

We are seeking a talented and proactive multimedia Content and design Executive to join our growing team. In this exciting and multifaceted role, you will play a critical part in enhancing the visual identity and online presence of Ardent. You will take ownership of the entire content creation process, from conceptualisation and design to editing and publication, stretching across graphic design, video, and podcast production. Your ability to manage multiple tasks while maintaining a keen eye for detail will be essential in delivering content that resonates with our audience and meets our brand standards. This is a fantastic opportunity for someone with a passion for creativity and innovation, coupled with strong organisational skills and a proactive mindset.

**Key Responsibilities:**

* Develop graphic visuals and multimedia content, including video and podcasts, to enhance brand communication.
* Create high-quality visual content for various platforms, including digital marketing materials, social media graphics, and print collateral.
* Lead the production of internal photo and video shoots, including recording with in-house equipment, editing, and post-production**.**
* Collaborate with external agencies for video creation and animation, helping to align our brand identity.
* Lead on podcast recording, editing, and publication, overseeing and scheduling Ardent’s podcast calendar.
* Create imagery and assets for internal branding and digital communications.
* Develop various editable document templates in company branding.
* Work closely with marketing and key internal stakeholders to develop creative concepts that communicate Ardent’s message effectively.
* Oversee the design and maintenance of brand assets, ensuring all design work adheres to the company’s brand guidelines and visual identity across all platforms and channels**.**
* Keep up to date with emerging trends in the industry to streamline processes and improve efficiency.
* Liaise with key stakeholders including senior leadership to lead and execute content plans.

**Technical Knowledge, Skills & Experience Required:**

* Degree in Graphic Design, Multimedia, Marketing, or a related field.
* Proven experience as a Graphic Designer or Multimedia Designer, with a strong portfolio showcasing a range of design work.
* Proficiency in design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign and Lightroom), Canva, and video editing software (Adobe Premiere Pro, Final Cut Pro, or equivalent).
* Proficient in Microsoft Office – PowerPoint and Word in particular
* Strong understanding of video production, from planning and recording to final edits and publishing.
* Basic creation of static and video animation would be advantageous
* Familiarity with podcast recording software and editing tools would be advantageous e.g. Squadcast and Descript
* Excellent organisational skills to manage multiple projects and meet deadlines.
* Ability to prioritise tasks in line with business demands
* Ability to create and develop new creative approaches and lines.
* Eye for detail and a creative mindset to produce compelling and high-quality content.
* Ability to collaborate with internal teams and external agencies to bring creative ideas to life.

**Behavioural Skills Required (Based on our Values) :**

**Thirst for Knowledge** *(We embrace opportunities to learn and improve for personal and professional growth) -* Demonstrate a strong commitment to the development of yourself, and your people, for your role in a growth company and future role. Coach and mentor others (or actively engage with your Coach) to have a deep understanding of their knowledge and experience. Actively supporting with areas of development and career goals, extending beyond a technical remit and actively developing your business knowledge on an on-going basis.

**Own It** *(We do what we say we will. We own our individual actions, are accountable for them and take pride in adding value)* - Act like it matters, take pride and caring about the outcome of people in your team, or who you work with, and your clients objectives.

**Be the Difference** *(Focus energy to make things happen. Be beyond process. Stand up, Stand out)* - Be confident in your decisions and implementing them, taking into account the wider structure and *objectives of the business, working with or alongside peers across the business. Be more than any other competent person in your role.*

**Enjoy the Journey** *(Have fun, be engaged and be proud to be Ardent) -* Translatinggoals and visions of the business into meaningful objectives for your team in a positive and engaging manner (delivering excellence in your own objectives), demonstrating your commitment to Ardent and the wellbeing and development of your team and colleagues. Understand the needs of your people and colleagues to have, purpose/fulfilment, personal growth, engagement, team culture and fair pay.

**Adapt** *(We drive change and innovation to deliver growth and new opportunities in an ever-changing world)* - As a growth company Ardent is all about change. You must be a change maker. Demonstrate ability to drive and/or implement change to enable Ardent to continue to excel. Listen to your team and people you work with to actively search for opportunities to create change. Exhibit a resilient attitude, communicate key information in a clear and engaging way to influence others**.**

*Ardent is an equal opportunities employer that is committed to inclusion and diversity. We positively encourage applications from suitably qualified and eligible candidates regardless of race, colour, religion or belief, age, sexual orientation, gender identity/expression, disability status or other legally protected characteristics.*

With people at the core of our business, we offer employees an unrivalled career opportunity rather than simply a job. In a fast growing organisation, we train, develop and support our staff to grow and achieve their career goals. This is supported by a number of initiatives to look after the wellbeing of our employees whilst allowing employees to work flexibility and maintain a positive work life balance.

We offer an attractive benefits package to include :-

* Hybrid working
* Smart Working Policy
* Medical health plan
* Career progression
* Coaching
* Cycle to Work
* Electric Car Scheme
* Enhanced maternity and paternity pay

For more information, please see our services page on our website at [www.ardent-management.com](http://www.ardent-management.com)

Interested? Get in touch!

Should you be interested in hearing more about the position or wish to send your cv in to [people@ardent-management.com](mailto:people@ardent-management.com) or contact Stuart Thomas [stuartthomas@ardent-management.com](mailto:stuartthomas@ardent-management.com)