

# We are looking for a

## Senior Visual/Web Designer

Keywords: EC funded projects / Communication / ICT Innovation

**Job category:** Graphics, visual, web and video development for research and innovation projects within the ICT context – both commercial and funded by the European Commission (EC)

**Job location:** Netherlands

**Contract:** Annual – with the possibility to renew to a permanent position

**Start date:** Q2 2022

**Salary:** Depending on the experience of the candidate, to be discussed

**Holiday:** 25 days per annum, plus statutory holidays

### Job description and responsibilities

We are looking for a Senior Visual/Web Designer, with a thorough knowledge of and at **least 5-7 years' experience** in curating the development of visual concepts to communicate, inspire, inform, and captivate the uniqueness of innovative ICT products, solutions and services. Preferably you should also have previous experience in developing and overseeing the visual communication of complex European research and innovation funded projects (i.e. Horizon 2020).

As Senior Visual/Web Designer in Martel you will manage the entire process of defining requirements, visualizing and creating graphics including illustrations, logos, layouts, videos and photos of European-funded and commercial research and innovation projects across several ICT domains touching several topics, including for instance Artificial Intelligence, Internet of Things, cloud/edge computing, next generation Internet, smart cities, green technologies, etc.

You are passionate about storytelling and multimedia audience engagement and you will produce and publish visual content for various research and innovation projects and Martel brands (i.e. Martel, Digital 4 Planet, Orchestra Cities). Your day-to-day responsibilities will include a mix of the following activities:

- + Managing the entire process of defining requirements, visualizing and creating graphics including illustrations, logos, layouts and photos for EC funded projects. You'll be the one to shape these visual aspects.
- + Create visual elements such as logos, original images, illustrations, animations, and infographics to help deliver a message.
- + Design, create and update websites as needed.
- + Create and design various materials for print and digital collateral.

- + Design, illustrate and update creative content and graphics for websites and social media platforms, including static and interactive features Support the organisation of webinars, workshops, conferences and events in Europe and beyond with high profile stakeholders and limited budget (i.e., publications, information materials, event programmes, brochures, posters etc, in print and digital formats).
- + Coordinate with Martel's editorial team to improve content presentation/ layout (news, social media posts, videos etc.)

In close collaboration with the rest of the Martel Media team you will contribute to defining and maintaining the image of the company, delivering communications to support marketing and business acquisition, shaping corporate communications, PR, social media, events, and content creation Martel Innovate is involved in.

You will be active in a friendly international environment and take part to national and international R&D projects across Europe (and beyond from time to time). In this respect some travelling mostly in Europe will be entailed.

### Fit for the challenge

- + Ability to research and understand complex subject matter to produce succinct, engaging creative visuals for different audiences.
- + Comfortable developing multimedia content (web, social media, photos, video, infographics, laying out documents and presentations, animations etc.) across multiple channels.
- + Ability to generate and translate ideas and concepts into first class visual material.
- + Ability to think creatively and problem-solve through design with a keen eye for aesthetic and details.
- + Prioritize and manage multiple projects within design specifications and budget restrictions.
- + Experience in presenting ideas and concepts.
- + Comfortable in a high-volume, fast-paced and dynamic environment.
- + A "can-do" attitude with the ability to accurately interpret instructions, understand what is needed and deliver products to expectations.
- + Interest in and good understanding of the ICT industry – at least of a subset of specific domains our projects and customers are active in (IoT, Cloud, AI, Telecoms, Creative Industry, Media, etc.).

### More specifically:

- + University degree or diploma in graphic design, visual arts, media, communications, advertising or a related field is required.
- + Ability to convert comprehensive layout and wireframes into working HTML page. Experience building aesthetically outstanding, responsive WordPress websites very fast.
- + Well versed with Web Designing and good knowledge of HTML and CSS.
- + Excellence in Wordpress management is a must.

- + Proficient in Microsoft Office products with a focus on Word and PowerPoint (e.g., building and maintaining templates).
- + Exceptional typography, graphical layout, and analytical skills.
- + Very good Knowledge and experience within the Adobe suite (Photoshop, Illustrator, Premier Pro, After Effects)
- + Experience in photo/video shooting and editing.
- + Excellent English.

### What could be a plus?

- + Dutch speaking.
- + Proven experience in the context of EC funded projects.
- + A Master's degree (or equivalent) in Communication / Media

### Do you want to apply?

Please, send:

- + Your CV,
- + a motivation letter (clearly elaborate on why you are the right person for the job).
- + Applicants should provide a digital portfolio with their applications (by hyperlink, QR code or similar). Hard-copy portfolios or attachments should not be submitted.

via email to [careers@martel-innovate.com](mailto:careers@martel-innovate.com) indicating **"Senior Visual/Web Designer"** in the subject.

## About Martel Innovate

Martel is a dynamic digital innovation agency with more than 25 years' experience empowering organisations across Europe and worldwide, throughout their journey from novel ideas to technological implementation, media and market strategy. After more than one hundred cutting edge projects, Martel has grown from its origins as a small consulting agency into a thriving organisation with offices in Zurich and Lugano in Switzerland, and Amsterdam in the Netherlands.

Building on its foundation in European Commission funded project management consulting, Martel's business has diversified to include research and development activities in several advanced domains, but also a broad palette of communication, marketing, media and training services. With a skilled and passionate team, Martel helps its customers and partners achieve ambitious innovation goals in an impactful and sustainable way. Martel offers support and guidance spanning from securing funds and providing expertise in selected ICT domains, to brand building and strategic communication and marketing.

Martel offers also dedicated training on Horizon Europe mechanisms, on media and communication for science and technology, and on advanced topics in Cloud Computing, Edge Computing, Internet of Things, Artificial Intelligence and open-source Software Engineering.