



## **Pearson Clinical Assessment (EMEA and APAC) is looking for a**

### **Visual Designer**

37.5 hours full-time

#### **About Pearson Clinical Assessment**

Pearson's Clinical Assessment offers internationally recognised products and services to meet our varied customers' needs. We concentrate on merging innovation with quality test design to develop increasingly more effective tools for children and adults, educators and clinicians. Our customers are found in a variety of settings, including schools, colleges, universities, and clinical settings (private practice, hospital/medical, prisons, clinics).

We have a comprehensive portfolio of research-based instruments assessments for psychologists, speech language therapists, occupational therapists, and related professionals that are valid, reliable and represent the highest technical quality in assessments today. These products include our gold-standard assessment contributions in cognitive/ability, memory, neuropsychology, behaviour, personality/psychopathology, achievement and speech/language. Noted brands include the Wechsler and Kaufman families of products, MMPI, BASC, and CELF.

#### **Your Opportunity**

The Visual Designer reports to the EMEA Head of Digital Marketing and is responsible for the creation of all online and offline visual assets for the EMEA and APAC clinical businesses. You will work closely with the wider international marketing group to brainstorm and follow creative brief requests, developing compelling and appealing designs for campaign and non-campaign specific content. All designs will follow a draft concept through to prototype, and then final execution that you will be responsible for managing, driving efficiencies along the way.

You will ensure all visual assets align with our global branding guideline policy and ensure all externally developed content is on brand. You will ensure consolidation and consistency of design work across the regions, ensuring that our key customer segments in all countries receive recognisable designs, and are customised and differentiated specifically for them.

#### **Key Responsibilities**

- Creating and developing appealing and compelling visual designs to support customer centric campaign and non-campaign specific content
- Designing clearly differentiated and recognisable visuals for each of our key customer groups, with clear colour schemes and photography region-wide
- Driving complete alignment of all design items to ensure they follow global branding and equity policy guidelines
- Effective partnership with our marketing stakeholders to provide accurate draft concepts through to efficient execution
- Working across multiple content types for marketing and sales enablement pieces including PDF, infographic, video, web, email, social media, and offline marketing collateral (booth design, leaflets, flyers, and slide decks).



## Our Successful Candidate

You are someone with strong experience leading design strategy, with excellent attention to detail, and stakeholder management. Excellent understanding of visual design software for online and offline asset creation, and strong communication skills to be able to understand and translate design briefs through to concept.

## Competencies for success

- Educated to degree level in graphic design, visual arts, or equivalent
- 2-3 years of experience as a visual designer, or equivalent
- A portfolio of visual designs to provide on request
- Advanced proficiency in visual design software, inc. Adobe Create Suite's InDesign, Photoshop, and Illustrator
- Understanding of programming languages such as HTML and Javascript
- Experiencing working across different CMSs is a bonus
- Strong ability to collaborate and build relationships with multiple stakeholders across different countries and languages
- Excellent communication skills
- Attention to detail
- Proficient in English.

## Are you interested?

Do you recognize yourself in the profile and does this position seem challenging to you? Then apply as soon as possible by sending your resume **and cover letter** to: [recruitment.peb@pearson.com](mailto:recruitment.peb@pearson.com).

Want to know more about us? Visit our website <https://www.pearsonclinical.nl/>

You will hear from us within 2 weeks of your application whether you will be invited for an interview. CVs and e-mails that we receive are treated confidentially. We will delete all personal data no later than 4 weeks after completing the application process. For more info see also GDPR.

- All applications are treated equally and with respect to content; anonymous applications are appreciated
- We look beyond (validity of) diplomas
- Would you like to say something about how this vacancy can be made more inclusive? We would love to hear it.

**Acquisition in response to this advertisement is not appreciated.**