

MARKETING DESIGNER: GRAPHICS & COMMUNICATIONS

Business Area:	Marketing
Location:	Head Office – Jet Park
Reporting to:	Marketing Lead

Why this role exists

Pilot Crushtec operates in a technical, industrial environment where complex products and solutions need to be communicated clearly, professionally, and consistently across various channels to our global markets.

The **Marketing Designer: Graphics & Communications** is responsible for translating technical, commercial, and brand messaging into **clear, engaging, and visually compelling content** across digital and print mediums.

This role ensures that the Pilot Crushtec brand is represented consistently and professionally across all touchpoints — from customer-facing materials to internal communication platforms — while supporting marketing, sales and broader business objectives.

Key Responsibilities

Brand & Marketing Content Development

In this role, you will:

- Design and develop marketing materials including brochures, spec sheets, presentations, advertisements and digital assets
- Create content for social media, website platforms and email campaigns
- Prepare artwork for both print and digital use
- Ensure all outputs align with Pilot's brand identity and visual standards

Internal Communications & Digital Platforms

You will:

- Design and manage internal communication materials
 - Develop and maintain content for platforms such as SharePoint
 - Ensure clarity, usability and consistency across internal communication channels
 - Support the business in communicating messages effectively across teams
-

Video, Photography & Visual Storytelling

You will:

- Capture and edit photography and video content for products, people and events
- Produce video content for marketing, internal communication and digital platforms
- Support basic motion graphics or animation where required (advantageous)
- Translate technical concepts into visual storytelling formats

Brand Management & Creative Direction

You will:

- Support the development and maintenance of corporate identity and brand guidelines
- Ensure consistency in messaging, tone and visual presentation
- Stay up to date with design trends, tools and technologies
- Continuously improve the visual quality and impact of marketing outputs

Collaboration & Project Delivery

You will:

- Work closely with Marketing, Sales, HR and technical teams
- Translate technical and commercial information into clear visual outputs
- Manage multiple projects simultaneously and meet deadlines
- Engage with external suppliers such as printers, media partners and service providers
- Refine designs based on stakeholder feedback

Governance, Quality & Standards

You will:

- Ensure all outputs meet quality, accuracy and brand standards
 - Adhere to company processes, policies and procedures
 - Maintain professional standards across all communication outputs
-

Preferred Experience Required

- Minimum **4 years' experience** in graphic design and communications
 - Experience in a corporate or B2B environment (advantageous)
 - Strong portfolio demonstrating creative and diverse design work
 - Experience in video production, photography and visual storytelling
-

Preferred Qualifications & Technical Skills

- Degree or Diploma in Graphic Design or related field
 - Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign)
 - Strong understanding of layout, typography and visual design principles
 - Ability to integrate content across Microsoft Office and digital platforms
 - Experience with SharePoint or internal communication platforms (advantageous)
-

Preferred Attributes – The Pilot-Way Fit

We are looking for someone who:

- Communicates clearly and collaborates effectively across teams
 - Works accurately with strong attention to detail
 - Is able to manage multiple priorities and deadlines
 - Demonstrates initiative and creative thinking
 - Is comfortable working independently while remaining aligned to team objectives
 - Maintains a high standard of professionalism and consistency
-

The Ideal Individual

The ideal individual has:

- Has the ability to translate complex, technical information into **clear and engaging visual content**
 - Understands both **creative design and business communication**
 - Is organised, disciplined and able to deliver consistently under pressure
 - Takes ownership of brand quality and visual output
 - Brings both creativity and structure into the marketing function
-

Interested?

If this opportunity resonates with you, you meet the above requirements, or if you know someone who could fit into our family, and are excited to represent Pilot Crushtec in the field as a **Marketing Designer: Graphics & Communications**, please apply with a CV and a brief motivation no later than **29 May 2026** to:

jobs@pilotcrushtec.com