



Job Description

Title: Graphic Designer and Video Editor

Company: Wren Sterling Financial Planning Limited

Reports To: Marketing Director

Company Overview

Wren Sterling is a UK-wide independent financial advice business working with over 16,000 clients. In complex markets that change frequently, we help our Workplace and Private clients make the right financial choices to make them feel confident and in control of their finances.

In the Private Client market, we specialise in all aspects of pensions, investments, retirement planning, estate planning and tax planning. For our Workplace clients we are experts in workplace pensions, employee benefits, and workplace wellbeing strategies, helping organisations and their employees take the biggest financial decisions.

We're a fast-growing business that is committed to giving our employees a fulfilling experience where everyone can grow professionally in a supportive environment. Our values guide everything we do, from how we support our colleagues to how we serve our clients. Discover more about our four values on our website:

- Wren Sterling Knows
- Wren Sterling Cares
- Wren Sterling Acts
- Wren Sterling Delivers

Wren Sterling is part of the Wren Sterling Group, which includes Magnus, a fund management business. Together, the businesses look after around £11bn of assets under management.

Role Overview

This role is a new position in the Wren Sterling Group Marketing team. It's an opportunity to continue the video work that has been underway for a few years, but it is a blank canvas because of the chance to help the brand be more impactful online, on social, and in client and prospect communications.

The company is also growing rapidly, so there will be many opportunities to try things out for the first time and to help shape the activity of the Marketing team.

Responsible for supporting the Marketing Director and the Senior Marketing Executive to complete business-wide projects that require design support, including campaigns to new and existing clients, sales support collateral, and internal communications initiatives.

Marketing has numerous stakeholders in the business as well as being "the voice of the client", so it's important to manage competing priorities while being responsive and professional at all times.

You will join a team of two that works smartly and efficiently to produce impactful communications. We're looking for someone with flexibility, a proactive approach who is able to cope with ambiguity. Not all briefs will

be tightly defined. We're looking for someone to add value by identifying improvements and the right way to go about things.

In return, Wren Sterling offers you the chance to be part of a business that is growing rapidly, is investing in brand as a key strategic priority, and is known as a company that looks to develop its employees through supported training and qualifications.

Role Competencies

	Influencer	Achiever	Developer
Business Ethics		X	
Communication	X		
Organisation		X	
Customer Service		X	
Leadership			X
Teamwork		X	
Technology	X		
Expertise		X	

Qualifications

Essential:

- GCSEs or equivalent (including Maths and English)
- 2-4 years of experience in video editing and content-focused graphic design, either in-house or at an agency

Desirable:

- Financial planning or professional services experience

Design and Video Skills

Essential:

- Able to design graphics and visual assets in Canva, Figma, or Adobe Creative Suite.
- Able to create high-quality video content for paid ads, organic social, and product storytelling.
- Design brochureware and magazines, either from existing templates or with an eye for evolving designs, in line with Wren Sterling brand guidelines.
- HTML email design to fit common programmes, such as HubSpot and Mailchimp
- Website design work in WordPress
- A fast learner with a proactive, collaborative attitude.
- Capable of working independently
- Willing to get involved in jobs outside of your job description for the good of the team
- Capacity to understand the subject matter and interpret how this feeds through to design work
- Strong level of written English
- IT literate, especially in PowerPoint, but including all Microsoft Packages

Desirable:

- Illustration or motion graphics experience.
- Experience with AI tools for video or design

Principle, Objectives and Responsibilities

Include the following, but not exclusive to:

- Shooting and editing engaging video content for Vimeo, SharePoint, LinkedIn, and Facebook, moving towards a focus on social-first formats like Instagram Reels, and YouTube Shorts.
- Creative thinking: you want to work with others to bring campaigns to life in exciting ways.
- Confident with a camera: You know your way around a video shoot and have a strong eye for storytelling, composition, and pacing. Often, subject matter experts need a bit of coaching and to be put at ease!
- You're confident using the Adobe Creative Suite (Premiere Pro, Photoshop, Illustrator, and InDesign).
- Keep the Wren Sterling and Magnus brands consistent, identifying areas for improvement and actioning them
- Supporting the Sales teams with collateral and presentation requirements
- Supporting other members of the wider Commercial team and the Executive team to prepare marketing collateral to meet business objectives, plus internal communications materials

Skills Required

Essential skills:

- Attention to detail is paramount
- Confidence to deal effectively with third-party agencies and colleagues.
- Ability to efficiently manage priorities and workloads
- Ability to stick to strict deadlines
- Self-motivated
- Ability to promote a team spirit and sense of purpose
- Ability to work under pressure
- Problem solving
- Prioritisation

Desirable Skills:

- Negotiation skills for handling contracts and suppliers
- Project management skills
- SEO, PPC, Social Media (organic and advertising)

Key Performance Indicators

Performance will be measured by:

- Role-specific objectives to be agreed with the Marketing Director
- Positive feedback from team members and key stakeholders.
- Behaviour aligned to Wren Sterling's company values.
- Adherence to all company policies and procedures.
- Adherence to compliance and other legal regulatory processes.

The above statements are intended to describe the general nature and level of work being performed by the person taking the role of this job. They are not intended to be an exhaustive list of all responsibilities and activities required of the position.