

Job Description

Job Title:	Multimedia Designer
Contract Type:	Permanent
Main Location of Work:	BICSc Head Office (Northampton)
Reports to:	Marketing and Digital Project Director
Responsible to:	Marketing and Digital Project Director
Working with:	All areas of the business
Staff Managed:	None
Hours of Work:	9.00 am – 5.00 pm

Main Purpose of the Post:

This role is responsible for the design, development, and delivery of digital projects, with a primary focus on website management, e-learning content creation, and digital marketing initiatives. Reporting to the Marketing and Digital Project Director, you will ensure the continual maintenance, enhancement, and optimisation of BICSc digital platforms, delivering a high-quality user experience that supports the Institute's strategic objectives.

The role involves creating engaging e-learning content for the Virtual Training Suite, including planning, filming, editing, voice-over production, and course development. You will also be responsible for website design and development, working to continually refresh the BICSc site to remain up to date and engaging. In addition, you will support the promotion of BICSc products, services, and events through targeted email marketing campaigns, digital advertising, and online communications.

Working closely across all teams in the organisation, the role requires effective project management to ensure all deliverables are completed to a high standard, on time, and within agreed deadlines. You will also contribute to strengthening BICSc digital presence through website content, social media channels, publications, and other digital media, ensuring all communications align with the Institute's brand, values, and commercial objectives.

Company Overview:

We are a membership organisation that strives to bring recognition of the vital role cleaning operatives play in everyone's day-to-day life.

Whether you're shopping, travelling, working, holidaying or recuperating, every one of these scenarios has cleaning staff striving to ensure that the environment is not only clean but also safe.

Founded over 60 years ago, BICSc key objective is to promote the value and professionalism of the cleaning industry, providing training in the key skills required to enhance a cleaning operative's core role whilst keeping them safe and encouraging them to work in a more effective and efficient manner. With a range of both practical and theoretical qualifications available, BICSc has something to help further the career of every cleaning professional from entry level, through to supervisor level, and up to an employer with your own business tendering for cleaning contracts.

Main Duties:

- Responsible for the maintenance, design and content of the company's training platform and website.
- Continuously and consistently, review and maintain the company website, and make suggestions for improvement.
- Implement engaging web content to maximise web traffic and build brand awareness.
- Create and build e-learning course content for our training platform. Responsibility for filming, editing, voice-overs, and construction of courses.
- Regularly share appropriate Institute and industry news both internally and externally.
- Assist with creative copywriting for industry publications, BICSc website and internal communications.
- Assist in the planning and implementation of promotional campaigns.
- Produce regular high-quality email campaigns that target BICSc key focus areas.
- Assist in the design and production of marketing materials, for example, website banners, advertisements for industry publications.
- Identify target markets and how best to reach them.
- Maximise member engagement.
- Any other duty as requested by the business.

Requirements:**Education/Training:**

- Essential:
 - Minimum of 2 years in website design/development
 - 5 GCSEs A*-C/9-4 or equivalent (including Maths and English)
- Desirable:
 - Digital marketing/technology/IT qualification
 - Bachelor's degree or equivalent in marketing/technology/IT
 - A-level or equivalent in English

Relevant Experience:

- Essential:
 - Website design and management experience
 - WordPress experience or equivalent
 - Experienced in email marketing
 - Knowledge of website building tools (e.g. Elementor)
 - Experience with video editing tools (Premiere Pro, DaVinci Resolve, Final Cut)
 - Use of additional Adobe Creative Cloud products (Photoshop, InDesign, and Illustrator)
 - Use of MS Office
- Desirable:
 - Experience with e-learning course production (Thinkific or similar platforms)
 - Google Ads experience
 - Google Analytics experience
 - Experience in researching, writing and promoting
 - Use of Apple OS
 - Proven commercial experience
 - Experience of working in teams and across the business with other teams
 - Experience of critical analysis
 - Working knowledge of a Customer Relationship Manager (CRM) system

Personal Attributes

- Ability to meet deadlines
- Highly organised, with creative flair and excellent attention to detail
- Exceptional written and verbal communication skills
- Be able to use your initiative
- Ability to build and maintain customer relationships

Additional Information:

- Willing to work flexible hours to accommodate specific requirements and project workloads
- The ability to travel and stay overnight both in the UK and internationally
- Holds a valid UK Driving Licence

Date Reviewed: 9th July 2026