



FibreCoat GmbH – Philipsstr. 8 – 52068 Aachen – Germany
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Job Description

Job Title: Visual Content Designer

Location: FibreCoat GmbH, Philipsstraße, 8, Aachen, Germany

About FibreCoat: FibreCoat is an innovative and fast-growing start-up based in Aachen. We are pioneering high-performance materials that are affordable and sustainable. With a dynamic, international team and a results-driven culture, we are shaping the future of advanced materials for various industries.

Job Description: As a Visual Content Designer at FibreCoat, you will help shape our visual identity across all digital channels. You'll create engaging, high-quality content, from website assets to social media visuals and marketing materials, combining creativity and technical skill to support our brand and marketing initiatives.

Key Responsibilities

- Support designing and maintaining visually appealing, user-friendly web pages in line with FibreCoat's brand identity.
- Create compelling visual content for social media, presentations, newsletters, and marketing campaigns.
- Develop graphics, animations, and layouts for both digital and print materials.
- Ensure brand consistency across all touchpoints and digital platforms.
- Manage and optimize digital assets in relevant design and content management systems (e.g. WordPress and Adobe Suite).
- Stay updated on design trends, digital tools, and social media best practices to continuously improve FibreCoat's visual communication.

Key Qualifications:

- Bachelor's degree in graphic design, Digital Media, Communication Design, or a related field.
- Proven experience in digital and graphic design (ideally in a technology or industrial context).
- Proficiency with design tools such as Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, and Figma.
- Experience in web design tools (e.g., WordPress, Webflow, or similar CMS)
- Strong understanding of visual storytelling and brand communication.
- Basic knowledge of HTML/CSS or UX/UI principles is a plus.
- Excellent attention to detail, creativity, and ability to work independently.
- Fluency in English; German is a big plus.

What We Offer:

- The chance to make an impact in the high-performance materials industry
- A dynamic and diverse work environment with a collaborative international team
- Creative freedom and responsibility in a young and growing company
- Opportunities for personal and professional growth in a rapidly expanding market
- Competitive salary and benefits package
- ESOP options (*Employee Stock Ownership Plan*)
- A modern and welcoming office space
- Snack bar, team activities, and home office opportunities
- 30 vacation days per year