

Digital Designer

Job Specification

We are looking for a Digital Designer who can work across multiple projects and integrated touch points. This position will sit within the in-house creative team to support the delivery of stand-out digital campaigns – from the creation of digital graphics and emails to social and rich media. You will be working on a range of multimedia projects across all mediums.

We work with a wide range of brands across automotive, sport, education, travel, retail, charity, and financial blue-chip clients. As an experienced designer, you will be expected to liaise with our in-house, strategy, media, and account management teams to ensure that all creative solutions are best in class. This role will see the successful candidate push a project through from concept to completion.

The ideal candidate will have agency experience and a solid understanding and appreciation of studio life. You will have expert knowledge of the Adobe Creative Suite and a passion to expand and extend your skill set, particularly with web-based media. HTML experience is crucial for this role and an up-to-date knowledge of current trends in the digital world is advantageous.

We are looking for someone who rises to a challenge, thrives under pressure, and can flex to clients' needs exuding a passion for branding, digital design and creative cut-through.

What you'll be doing:

- Design and build HTML marketing emails
- Use of HTML5 & CSS for website graphics and HTML5 banner ads
- Video editing skills (animation skills would be an advantage)
- Design and build eye catching graphics, landing pages, banner ads and graphics for social media platforms
- Image retouching, cutouts and sourcing imagery to aid customer navigation
- Produce designs and concepts for digital advertising
- Estimate timing and costing of jobs
- Complete all jobs to the required finish at the design/proofing and delivery stages
- Ensure accuracy and attention to detail in all creative work at every stage, while working to production schedules
- Contribute to tenders and pitches
- Liaise with, and present concepts to Head of Creative for approval
- Participate in training and development opportunities, staff performance appraisals and reviews as required
- Perform the job in accordance with the company's policies and procedures

What you'll need:

- A minimum of 3 years' experience in an in-house design (or similar role) – with a passion for digital
- A good working knowledge and understanding of HTML, CSS and platforms such as Mailchimp, Wordpress etc
- Highly proficient user of Adobe Creative Suite
- Naturally proactive, with great interpersonal skills and high attention to detail
- Ability to effectively follow and interpret creative templates and brand guidelines
- Adobe Animate CC and After Effects skills would be an advantage
- As well as digital, a sound knowledge of print would be desirable

The job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in the light of the changing needs of the business.