

<b>Role Profile Form</b>	
<b>Position Title:</b>	Mid Weight Digital Designer
<b>Reports To:</b>	Ecommerce Campaign Manager
<b>Overall Job Purpose:</b>	<p>We work with a team who are passionate about a product they love. Our work includes a mix of digital projects from site-wide UI design, through marketing campaigns, to daily homepage/landing page assets. All of this across our 3 main digital brands (Laithwaite's, Sunday Times Wine Club and Averys) and other business partner clubs. No two days are the same. There are always new and interesting projects or campaigns to keep us on our toes.</p> <p>As a team, we're all adept at getting stuck in, supporting each other, problem solving and working to tight deadlines when required. The mid weight designer will support both senior and junior members of the team.</p> <p>This is the perfect opportunity for an experienced mid weight digital designer with an eye for detail and a passion for good design. We want you to share our passion for all things design from photography, to branding, to user experience. You'll need to be an accomplished digital designer with solid experience who can hit the ground running and work on multiple projects.</p> <p>If you're the type of person who is always thinking up new ways to tackle design briefs, then we want to hear from you! When it comes to the digital world you need to complement your stunning designs with a true understanding of the web and how it works.</p>

<p><b>Key Responsibilities:</b></p>	<ul style="list-style-type: none"> <li>• Produce assets for digital acquisition</li> <li>• Design promotional content for the homepage</li> <li>• Design landing pages for email and print promotions</li> <li>• Working with the Senior Digital Designer to deliver new projects</li> <li>• Take the lead on delivering marketing campaigns to a high standard and hitting deadlines</li> <li>• Work closely with our developers to deliver on UX projects</li> <li>• Understand and leverage the latest trends and technologies</li> <li>• Producing responsive designs that work cross-platform and cross-device</li> <li>• Support and guide Junior members of the team</li> </ul>
<p><b>Qualifications:</b></p>	<p><b>Desirable</b></p> <p>A qualification in Graphic Design or related subject</p>
<p><b>Experience:</b></p>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Demonstratable experience working on and delivering websites and digital projects</li> <li>• Demonstratable experience working in a high pressure environment delivering regular designs to deadlines.</li> <li>• Experience of a wide variety of digital marketing channels (Email, Social Media, Web Banners, Landing pages)</li> <li>• Proficiency with Adobe Creative Suite (Advanced Photoshop skills are a must have)</li> <li>• Expert in HTML and CSS development and problem solving</li> <li>• Experience using CMS</li> <li>• Direct Marketing / Retail / B2C design experience</li> </ul>

	<ul style="list-style-type: none"> <li>• Great eye for detail and consistency</li> </ul> <p><b>Preferable</b></p> <ul style="list-style-type: none"> <li>• UX / UI design skills</li> <li>• Email design experience</li> <li>• Adobe Illustrator skills</li> <li>• Good analytical, written and numeric skills</li> <li>• Knowledge of SEO and web accessibility would be an advantage</li> </ul>
<p><b>Personal Qualities and Skills:</b></p>	<ul style="list-style-type: none"> <li>• Bags of initiative and common sense</li> <li>• Energy, enthusiasm and a good sense of humour</li> <li>• A strong communicator – you should have the ability to articulate and support design decisions</li> <li>• Organised – You should be able to juggle multiple projects and adapt to changing priorities and tight schedules</li> <li>• Can-do attitude: always looking for a solution to a problem and willing to support the team as and when required</li> <li>• Great team player, with ability to work with minimal support across a range of projects</li> </ul>
<p><b>Remuneration:</b></p>	<p>Competitive plus excellent benefits package</p>
<p><b>Reviewed</b></p>	<p>June 19</p>

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