

## JOB DESCRIPTION

# Designer

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## The Role

An integral part of our team, our Digital Designers are responsible for developing and communicating concepts that inspire implementation. Involved from the outset, you'll be part of the process from early client meetings to establish business objectives - to leading Creative Handover and snagging. You will be responsible for ensuring your creative deliverables are delivered on-time, on-budget and to the StrategiQ standard.

With operational support from The Client Services Manager and Creative Director, you'll be working as part of a team to engineer and design the best possible creative solution that exceeds our client's expectations. In addition to working on end-to-end creative projects, you'll build strong relationships with our clients and support their ongoing creative requirements.

With a solid background in design, your creativity will allow you to design for a range of mediums including digital, print, corporate identity, branding and graphic design.

A perfectionist, you're happy to go the extra mile to hit deadlines and to consistently push your own skills and experience. Rather than waiting to be trained and inspired, you take it upon yourself to further your development and learn new processes, technologies and skills. You'll be part of knowledge-share workshops, allocate time for research and development and have an interest in attending relevant industry events to continually hone your skills, observe trends and adopt best-practice.

## Responsibilities

- Plan and execute the required Creative Prototypes to brief within the Industry-leading Sketch App.
- To challenge and ensure you fully understand assigned Creative Briefs and Client Objectives for the project. You will share your work early at Process-led milestones to validate your approach, avoid unexpected delays and out-of-scope development.
- Understand project budgets and objectives to create deliverables that can be developed within scope.
- Where necessary, liaise with clients to understand objectives, share updates and to present your ideas.

- Promptly raise any concerns against delivery deadlines, budget allocation or technical requirement with the Client Services Manager and Creative Director.
- Support fellow Designers in their endeavours to strengthen the collective efforts, knowledge and creativity of the Design Team.
- Challenge and contribute towards the continual evolution of both our Production and Briefing process.
- To regularly and instinctively back-up your work as you go, to ensure that never more than a working day's efforts can be lost or comprised at any time.
- To escalate any concerns or issues surrounding the integrity of your work or the work of your colleagues.
- To continually advance your own knowledge and creativity through frequent research and discovery within the industry. To follow industry thought-leaders and online publications as necessary to observe trends, best practice and advance your skills.
- Support the scoping and planning of a diverse range of creative challenges.
- Take responsibility for the sourcing and licensing of Fonts, Stock Imagery and content.












## Skills

- Professional mastery of Adobe Creative Cloud and Sketch App
- The ability to interpret our client's business goals and creatively solve marketing objectives through the lens of identified target audiences and personas.
- A solid understanding of typography, colour, grid and composition. Can demonstrate best practices for pixel-perfect production methods and specifications.
- Basic experience and understanding of HTML, CSS and JavaScript
- Have a broad range of style that can be paired and executed with different client briefs
- Independently design professional, refined website design visuals for client presentation
- A strong eye for detail, natural creativity and consideration for UX (user experience)
- Experience with WordPress and Magento 2
- Familiarity with conversion rate optimisation principles and best practice
- The ability to prioritise workload and deliver projects on time
- Familiarity with (agency style) Agile and Waterfall approaches to project management
- Adequate knowledge of the GDPR and how User Data and PI should be consented, collected, stored and handled as both a Data Processor and Controller.
- An up-to-date knowledge of on-page SEO and Google best-practice

## Salary

- £25,000 - £35,000 per annum

## Benefits

-  Dedicated 1-Day R&D/Training
-  Flexible Working, offices in London, Leamington, Ipswich
-  Excellent onsite barista coffee and cafe (all offices)
-  Competitive salary
-  15" Macbook Pro, 27" Monitor
-  Generous Holiday
-  Inclusive fruit and hot beverages within the office
-  Inclusive gym membership (Suffolk Office)
-  Amazing clients across all sectors
-  Annual employee awards
-  Conference & training budget