

_ Job Description

Designer - Internal Marketing

StrategiQ

What you'll be known as

Role title: Designer. Creative Dynamo. Whatever you'd prefer.

Role type: Full-time, permanent

Line manager: Head of Creative and Brand

Where you'll be working

Depending on your location, you'll be based at either our offices in Manchester, Leamington Spa or Ipswich, though you may occasionally be required to travel for client meetings or events.

Whilst we're flexible around the needs of day-to-day life, we love seeing people in the office working shoulder-to-shoulder with the rest of the StrategiQ gang, so we'd like to see you in the office at least 3 days a week.

Who you'll be working for

Fancy working for a globally recognised digital marketing agency?

You've come to the right place.

StrategiQ is an award-winning digital marketing agency filled with some of the best brains in the business; from savvy strategists to deft designers, and website-developing wizards to social media masterminds.

We work together as #OneTeam and #OneAgency, delivering integrated marketing strategies and a full suite of digital services between our three UK studios, partnering with ambitious brands across the globe.

Founded in 2013, StrategiQ is made up of a growing team of over 50 experts; each with their own specialism to offer and a shared vision between them.

We don't look for box-tickers here. We look for people who'll bring the right energy and the right attitude to their work. We look for people who genuinely care about what's best for our clients. We look for people who are committed to their own learning and mastering their craft. We look for people who can make mistakes (which we all do here) and learn from them. We look for people who are aligned with StrategiQ's vision and values. We look for dynamic

people who can move and evolve with the flow of a bustling agency. We look for people who are excited to grow within a fast-moving, industry-leading organisation and want to be on the journey with us.

If this sounds like you, then we want to hear from you - even if you feel your background or career experience so far doesn't quite fit our requirements.

If you bring the right attitude, we'll provide the right tools. With limitless training, development and mentorship opportunities, we'll help you get to where you want to be.

Shoulder-to-shoulder, getting there together.

Who you'll be working with

We're all about working as #OneTeam here, and, if we do say so ourselves, we work with the best of the best.

Take a moment to [meet the team](#) and see who you could be delivering award-winning projects with in future.

What you'll be doing

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

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

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.

Your day-to-day responsibilities will include:

- **Digital Design** - Plan and execute the required Digital Prototypes to brief within the Industry-leading Figma and Sketch Apps.
- **Project Focus** - Challenge and ensure you fully understand assigned Creative Briefs and StrategiQ's 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.
- **Commerciality** - Understand project budgets and objectives to create deliverables that can be developed within scope.
- **Team Relationships** - Liaise with your fellow team to understand objectives, share updates and to present your ideas.
- **Work to Deadlines** - Promptly raise any concerns against delivery deadlines, budget allocation or technical requirements with the Head of Creative.
- **A Team Player** - Support fellow Designers in their endeavours to strengthen the collective efforts, knowledge and creativity of the Design Team.
- **Solution Minded** - Challenge and contribute towards the continual evolution of both our Production and Briefing process.
- **Version Control** - 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 compromised at any time.
- **On Top of The Industry** - 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.
- **Ownership Over Project** - Support the scoping and planning of a diverse range of creative challenges.
- **Reduce Client Risk** - Take responsibility for the sourcing and licensing of Fonts, Stock Imagery and content.
- **Essential Behaviours** - You will nurture and emulate behaviours that allow the Creative team to perform at the highest level.

What we'd like to see

- Professional mastery of Adobe Creative Cloud and Figma App

- The ability to interpret our 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 briefs
- Independently design professional, refined website design visuals for 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
- 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

What we'll offer you

We've designed a bespoke benefits package based on the feedback of our team and what means the most to them.

When you work with us, you'll receive:

- 30 days annual leave
- An annual loyalty bonus
- Individual performance bonuses
- £1000 conference and training budget every year
- Life assurance and critical illness cover
- Everyday health care cover
- Enhanced sick pay
- Volunteering leave and salary sacrifice for extra holiday
- Regular company socials
- Free gym membership (Suffolk office only)
- Enhanced maternity and paternity leave

How to apply

We don't waste time with any fiddly forms here; simply send us a copy of your CV and a cover letter explaining why you'd be a good fit for the role.

We know it can sometimes be tricky to demonstrate your experience through words alone, so feel free to send us a piece of work you're particularly proud of to allow your skills to speak for themselves. Hit us with your magic at careers@strategiq.co and a member of our hiring team will review your application as soon as possible.

What to expect after you apply

We read through every application we receive, but due to the number of people that apply, we're only able to contact the candidates being shortlisted on each occasion.

If your application is successful, we'll contact you to kick things off with a chemistry call, so you can learn more about us and ask any questions you may have about the role.

Think of it like a first date - if we have good chemistry, we'll arrange to see each other again. We can then discuss next steps and walk you through what the following stage of the interview process will look like.

If you don't hear back within two weeks of submitting your application, please assume you've been unsuccessful on this particular occasion. However, we'd encourage you to keep an eye on our careers page and apply for roles that you may be a better fit for in future.

StrategiQ is committed to equality of opportunity for all applicants of this role. We are looking to fill this role with a candidate physically based in the UK and within commuting distance of one of our three offices. Unless invited by a Director of Strategiq, respectfully no agencies.