

LAITHWAITES

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| Position Title | Mid Weight Digital Designer – Fixed Term Contract |
| Reports To | Felicity Bagley |
| Overall Job Purpose | <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.</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.</p> <p>We're looking for an accomplished web designer and developer with solid experience who can hit the ground running and work on multiple projects, supporting the existing members of the team.</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> |
| Key Responsibilities | <ul style="list-style-type: none">• Produce assets for digital acquisition. With an impeccable eye for design, composition and typography• Contribute to the development of the Brand Identity and Guidelines for multiple brands. Ensuring the brand is applied consistently across all campaigns and channels• Design promotional content for the homepage• Design landing pages for email and print promotions• Inspire creativity and original thinking in other designers• Good understanding of UX / UI principles and their application• Comprehensive understanding of HTML and CSS development• Contribute to the development of the Brand Identity and Guidelines for multiple brands. Ensuring the brand is applied consistently across all campaigns and channels• Understand and leverage the latest trends and technologies• Producing responsive designs that work cross-platform and cross-device• Translate print graphics used in our main catalogue so they align digitally and are eye catching and pixel perfect |

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| Essential | <ul style="list-style-type: none">• A qualification in Graphic Design or a related subject• Proven experience working on and delivering websites and digital projects• Experience working in a high pressure environment delivering regular designs to deadlines.• Experience of a wide variety of digital marketing channels (Email, Social Media, Web Banners, Landing pages)• Proficiency with Adobe Creative Suite (Advanced Photoshop skills are a must have) Figma knowledge• Expert in HTML and CSS development and problem solving• Experience using CMS• Direct Marketing / Retail / B2C design experience• Great eye for detail and consistency |
| Preferred | <ul style="list-style-type: none">• UX / UI design skills• Email design experience• Adobe Illustrator skills• Good analytical, written and numeric skills• Knowledge of SEO and web accessibility would be an advantage• Proficiency with Figma |
| Personal Qualities and Skills | <ul style="list-style-type: none">• Bags of initiative and common sense• Energy, enthusiasm and a good sense of humour• A strong communicator – you should have the ability to articulate and support design decisions• Organised – You should be able to juggle multiple projects and adapt to changing priorities and tight schedules• Can-do attitude: always looking for a solution to a problem and willing to support the team as and when required• Great team player, with ability to work with minimal support across a range of projects• A quick learner – you should be able to pick up our internal systems quickly |
| Doing Things Beautifully is at our core. We are an equal opportunities employer and welcome applications from anyone regardless of race, sex, sexual orientation, religion / belief, age or disability. | |