

## **Role Profile: Digital Creative**

**Team:** Creative Design

**Reporting to:** Creative Services Lead

**Job Level:** Level 4

### **Purpose...**

**We are looking for a talented and driven creative to join our growing team. You will work with an innovative, forward thinking and exciting design team, working on a mix of digital projects.**

The role will require you to stretch your creative ability, as you'll be involved in a number high-profile projects that go through the digital studio. You'll be challenged with designing digital products and creative concepts across our client portfolio, and will need to be just as capable handling a multitude of quick turnaround small, internal projects.

### **Key Accountabilities...**

- Work with a wide range of internal and external clients, from discussing initial design briefs, to brainstorming ideas, through to design, delivery, production and QA phases.
- Graphically design and develop core HF products such as infographics, animations, interactive quizzes, digital books and presentations.
- Work with the team to come up with creative solutions and new products.
- Will be able to present to others on their ideas and concepts.
- Join and be part of client facing meetings and project launches.
- Support Creative Services Lead with work scheduling and responding to creative design requests from the business.

### **Knowledge & Skills...**

- Proven outstanding conceptual and creative thinking in your design work.
- Up-to-date insight into trends and keeping abreast of emerging technologies.
- Experience in designing in a digital world, using HTML5, CSS & Javascript.
- Knowledge of Web design best practices.
- Significant experience creating beautifully crafted designs, from concept to completion.
- Excellent attention to detail.
- Excellent workload and time management skills.

- Excellent understanding and knowledge of incorporating brand and style guidelines, layout and typography in digital media.
- Excellent understanding of Adobe Creative Suite and Microsoft Office. Especially Illustrator, InDesign, and PowerPoint.
- Minimum three years digital design experience.

## General...

- Ability to work well under pressure and to tight deadlines.
- Confident and persuasive communication skills with internal and external stakeholders, including the ability to build relationships along the way.
- Experience in B2B and B2C focused environment; able to demonstrate excellent client-facing capability, keeping the customer in focus.
- Good standard of verbal and written English (minimum GCSE to 'C' and above or equivalent); additional languages, especially German and/or Spanish would be desirable, but not essential.
- Good organisational and administration skills.
- A great team player and collaborator.
- Good attention to detail and the ability to interpret and work with copy accurately.

## Measures of Performance...

- Standard of individual output (quality measurement).
- Ability to deliver design that exceeds expectations, whether it be with our clients brand or internal projects.
- Work well with a high energy team in an agile environment.
- Be able to solve problems creatively and use initiative.
- Positive behaviour and approach.
- Living the company values.