

# Role profile

## JOB TITLE

### Web Designer

#### ROLE SUMMARY

**Are you driven by exceptional web design and user-experience? Do you have the vision and ability to produce market-leading design delivering measurable results? Are you ready to take the next step in your career?**

If that sounds like you, this is your opportunity to join one of the fastest-growing and most profitable companies listed on the FTSE 100 in the UK.

Based in Bristol, last year we attracted more than 58 million visits to our website. Building and maintaining a strong brand across multiple digital platforms including web and mobile is essential in ensuring we remain market leader.

We are looking for a talented and ambitious web designer to join our expanding Digital Marketing team. The role will give the best candidate the opportunity to become a key member of our existing design team. By employing the latest design standards and practices you will be challenged to constantly strengthen the brand and improve our digital platforms with innovative tools and features. The role will give you the opportunity to play a pivotal role in making tangible and measurable differences to the company and genuinely stamp your mark.

Above all we're looking for talent, enthusiasm and the drive to succeed. Working within a team of like-minded designers you will have enough support and freedom to excel.

A clear understanding of the importance of user-experience and UI design is essential. You should be comfortable with Adobe's suite of design tools.

#### DEPARTMENT

Digital Marketing

#### REPORTING TO

Head of Digital & Mobile Projects

#### SALARY

**£25,000 - £30,000**

Plus discretionary annual bonus

#### LOCATION

Bristol, Harbourside

#### HOURS

Mon – Fri, 8:30am – 5pm

#### KEY DUTIES AND RESPONSIBILITIES

- Design intuitive, user-friendly tools, systems and interfaces for the web and mobile / tablet platforms.
- Create new and fresh digital marketing campaigns for use across our website, emails, display and social channels.
- Key role in the continued redesign of important, high-traffic pages across the website and mobile platforms.
- Help maintain and communicate brand standards and guidelines for use across all platforms and by various areas of the business.
- Be able to work across various projects simultaneously, while always maintaining an eye for detail and ensuring deadlines are met.
- Show how your designs add value – work with other members of the web marketing team to set up tests to experiment with different page layouts and design theories to improve conversion.

#### ESSENTIAL QUALIFICATIONS AND ATTRIBUTES

- Educated to AS / A Level or equivalent.
- Knowledge of Adobe Photoshop.
- A good knowledge of layout principles and web standards.
- Strong understanding of user experience.
- Exceptional attention to detail.
- Ability to work in a team and alone.
- Ability to effectively manage multiple projects simultaneously and perform under pressure.
- Highly organised and reliable.
- Driven to exceed expectations and deliver consistently exceptional work.
- Genuine interest in the web, mobile and technology.

#### DESIRABLE QUALIFICATIONS AND ATTRIBUTES

- Educated to degree level, preferably in a marketing or design-based discipline.
- Basic understanding of HTML and CSS.
- Understanding of key performance indicators behind a successful design.
- Experience designing for mobile and responsive websites.
- Knowledge of Adobe Illustrator and InDesign.
- Ability to demonstrate skills required when designing websites, preferably finance-related.
- Ability to respond positively to constructive criticism.