

Job description

Job title	Digital Graphic Designer
Reports to	Head of Digital Marketing
Location	London
Job purpose summary	The Digital Graphics Designer will be the company's brand guardian and will be responsible for maintaining, evolving and guarding the brand through promotional initiatives, and by producing a wide variety of designs for consumer-driven solutions that drive revenue and conversion. You will plan the design elements for internal projects both online and offline, whilst creating a joined up multi-touchpoint experience, printed material and marketing campaigns through various channels but with a big emphasis on email. In this role you must demonstrate good creative thinking, have an exceptional eye for detail and understand UX/UI best-practices. You must enjoy taking initiative and being innovative.

Key responsibilities and accountabilities

1. Be the brand guardian for Castle Trust
2. Design all BAU content which will take up a considerable proportion of your time including but not limited to new documents and forms, updating literature, website, landing pages, email and social media
3. Create wireframes and user flows where required to effectively communicate UX UI design ideas
4. Assist in the delivery, testing, analysis and iteration of marketing campaigns with an emphasis on email
5. Create and edit design prototypes including brand and promotional banners across multiple placements, interface elements, mock-ups, various onsite tasks and other related projects
6. Work collaboratively to ensure that design solutions meet deadlines, objectives and other parameters
7. Actively present, rationalize and articulate design ideas and decisions for discussion
8. Maintain knowledge of current trends, colour and technology relevant to web and graphic design
9. Assist on other projects and duties as assigned

Key competencies

- A detail-oriented mind-set
- Excellent written and verbal communication skills
- Strong organizational and time management skills
- Ability to design original creative content
- Proven ability to work independently on multiple priorities in a time sensitive environment, meeting tight deadlines, and reacting quickly and efficiently to changes

Desirable skills, qualifications and experience

- Bachelor's Degree in Fine Arts, Graphic Design or related field
- Expert Knowledge in the Adobe Creative Suite
- Considerable Web Design experience
- Be customer focused - think of the audience
- Demonstrated expertise in page layout and graphic design
- Understanding of responsive design principles
- Outstanding typographic skills
- Strong portfolio demonstrating ability to produce promotional campaigns
- Proof reading
- Research, Plan and Create - not just create
- Think of improvements / efficiencies in processes and cost
- Keen to develop and progress oneself
- Financial experience is a plus
- Photography skills a plus