

# Web Designer at Numatic International Ltd, Chard

Joining a small and growing digital media team you'll work across exciting online projects for a well-known UK Brand including eCommerce & B2B products. We are a friendly and collaborative multi-disciplinary team working within fast paced environment. This is an excellent opportunity for a fresh thinking designer to really make their mark.

The Web Designer will be responsible for producing marketing solutions across a variety of channels, using market research and analysing trends to develop marketing campaigns and promote products and services.

The Web Designer will contribute to marketing effectiveness by delivering short and long term activities, ensuring consistency and quality of all project output whilst identifying, implementing and executing activities that will support market growth by developing creative content, campaigns, marketing design and programs.

## Main Duties:

- Act as a point of contact for information relating to design activities, communicating progress and requirements to relevant stakeholders and internal managers.
- Deliver design and project activities within defined deadlines and drive continuous improvement for best practice, guidelines and rules.
- Work within an office environment as required.
- Produce and maintain detailed specifications, objectives, requirements and documentation throughout a design cycle.
- Manage and maintain design file archives and source file archive.
- Produce detailed design plans to meet project requirements, validating plans with evidenced based data analysis.
- Respond to changing platforms, audience and technological needs.
- Provide technical input into all aspects of design and marketing work providing advice to own team.
- Engage with internal specialists, to ensure an optimised solution is developed to support continuous improvement through innovation, commercialisation and business needs.
- Ensure attention to detail, rectification of design error is considered when engaged on design work.
- Use creativity and influence; represent your team with other internal and external stakeholders to ensure the interests of area of specialism are properly represented and promoted.
- Fully implement all changes to processes, methodology, environment and practice within the department in a positive supportive manner.
- Handle sometimes difficult one-off tasks or assignments ensuring brand consistency throughout.

## About you:

- Degree level in creative design, marketing or business or relevant knowledge through work experience.
- Knowledge and experience in Web Design
- Experience in project management, multi-tasking and decision making.
- Knowledge of marketing and design strategies, channels and branding.
- Experience in managing design and production of promotional materials.
- Proven experience in communicating with target audiences and creatively devising engaging cross channels marketing campaigns.
- Experience of effectively interacting with external stakeholders, across disciplines and teams.
- Update to date knowledge of the latest marketing trends and best practices.
- Proven experience and success in evidence based data analysis.
- Proven project management skills
- Ability to work independently and as part of a team, using own initiative.
- Strong, prioritisation skills with ability to manage competing, conflicting demands.
- Strong creativity with attention to detail.
- Robust analytical and critical thinking.
- Excellent communication skills, ability to communicate verbally, written and via presentation according to the audience. Good influencing skills.
- Strong IT skills, including Word, Outlook, Excel and PowerPoint. Proficiency in electronic software relevant to specialism.
- Must have extensive WordPress experience including: Hosting management (cPanel, phpMyAdmin, File Management- FTP), WordPress installation, Updating Themes & Plugins, Content creation & management and Designing hero/landing/product pages from scratch (experience using page builders accepted).
- Good knowledge & experience using Adobe Creative Cloud (Photoshop, Illustrator, XD, InDesign).
- Basic working knowledge of CSS & HTML.
- eCommerce management experience using WooCommerce + Magento 2
- SEO experience: Keyword planning & management and Google Analytics + Search Console .

Salary: £26,000 - £30,000 depending on experience

How to apply:

Please send your CV and covering letter to [job@numatic.co.uk](mailto:job@numatic.co.uk)

Closing date: 6<sup>th</sup> August 2021

