

# Graphic/Web Designer Job Description

<b>Job Title:</b>	<b>Graphic / Web Designer</b>
<b>Department:</b>	<b>Marketing</b>
<b>Location:</b>	<b>Brighton</b>
<b>Travel Factors:</b>	<b>None</b>
<b>Reports to:</b>	<b>Brand Manager</b>
<b>Direct Reports:</b>	<b>None</b>
<b>Interfaces with:</b>	<b>Marketing Managers/Brand Managers/Web and E-Commerce Manager</b>

## Job Role Summary

The role is to cover the in house design solutions for Neilson using a mix of creative skills across both traditional and on line channels. A detailed understanding and experience of using current design programmes is essential including HTML.

A creative thinker you will be able to add real value to the design process and be highly productive. The role requires a can do and flexible approach as you will be required to work on a diverse range of projects from in resort promotional material, to affinity member packs through to creating flash banners for the web site and the weekly email communications.

## Key Responsibilities and Tasks

- Responsible for the design, build, testing and broadcasting of Neilson's weekly email communication involving XHTML/HTML scripting.
- Analysis of the design, making suggestions that will improve results in terms of both click through and conversions, delivering bookings back to Neilson.
- Working with the Brand and Web Managers to suggest and work on design enhancements to the Neilson web site that will lead to an improved user experience and improved conversion.
- Design any requirements of the Neilson affinity partnership programme that cements the relationship and delivers sales back to Neilson.
- To design any customer facing material required across the business such as in resort literature, training manuals, and sales guides.
- In conjunction with the brand manager input and contribute to the design of the Neilson brochure with particular attention to the front pages.
- To work with internal customers / stake holders to service their design requirements (e.g. Human resources recruitment packs).

- At all times ensure that any work produced is consistent and truly reflects the Neilson brand look and feel.
- Keeping up to date with web and design developments you will take responsibility of delivering design solutions that keep Neilson ahead of the competition.
- To be involved when necessary in the creation of content and loading onto the content management system.
- On occasion you will be expected to liaise with printers, copywriters, photographers and other external creative resources required to complete projects.
- As part of the marketing team you will play a key role in the development and long-term strategy of the Neilson brand.

# Graphic/Web Designer Personal Specification

## LEADERSHIP, MANAGEMENT, PERSONAL SKILLS OR QUALITIES

### Essential

- Proven web and graphic design experience
- Organised and productive
- Ability to perform under pressure
- Team Player
- Must be strong on attention to detail, adherence to deadlines, and organisational skills.
- Must be creative, but strong on understanding the difference between tangible and intangible benefits to the business.
- Highly motivated with a 'can do' attitude
- Flexible and adaptable working approach to meet needs of the dynamic business
- Understand how to manage website in order to maximise ROI

### Desirable

- This role would ideally suit a design/web candidate with experience in a similar role, used to working in a fast turnaround environment, looking to develop their portfolio and career.

## TECHNICAL SKILLS OR KNOWLEDGE

### Essential

- Relevant programming knowledge
- Good typing/input skills and speed
- Proficient working knowledge of standard design software including Adobe & Macromedia packages (Dreamweaver, Photoshop, Flash)
- HTML programming/ XML Web services experience
- Web graphical skills e.g. working with animated gif's flash etc.
- Excellent knowledge of the internet and how it works

### Desirable

- Java
- Travel Industry

## EXPERIENCE & TRACK RECORD

### Essential

- Previous web development role
- Understanding of the design, artwork and print process is essential.

### Desirable

- Web based media and visual merchandising would be a distinct advantage.

## QUALIFICATIONS, TRAINING, PROFESSIONAL MEMBERSHIPS OR ACCREDITATIONS

### Essential

- Proven PC and typing skills
- Relevant web development qualifications
- Educated to GCSE/A Level
- Minimum GNVQ in IT and business

### Desirable

- IT presentation and Excel skills
- Graphic Design Degree