

Creative Designer

Issued: February 2019

Job Description

Salary: Competitive salary based on experience

Responsible to: Ecommerce Manager

Key duties and responsibilities:

1. Support line manager in the development and delivery of the company's digital and marketing strategies across all channels including but not limited to: website, email, display and social.
2. On-going development of the company's brand guidelines.
3. Advocate the company brand and protect the brand by advising internal and external stakeholders.
4. Lead graphic design for a range of channels including but not limited to digital and print.
5. Creative delivery of assets for multi-channel campaigns, designed to the company's brand guidelines and where relevant those of our business partners.
6. Provide design expertise and creative guidance to the ecommerce team and wider business. Liaise with colleagues and external suppliers in the development of design briefs in order to produce high-quality ideas, concepts and content.
7. Delivery of video content, from conception and storyboarding through filming and editing for a range of channels.
8. Ensure LBA is serving up the best content to our relevant markets. Increase quality, imagery and editorial of online content. Take responsibility for the content produced, ensuring content is thoroughly proof-read and fit for purpose.
9. Raise awareness of our products, services, airlines, destinations and other business priorities through creative marketing campaigns and tactics.
10. Ensure tasks are delivered on time and within budgetary constraints.
11. Contribute and propose new creative opportunities and design tactics and styles as appropriate to keep the company brand equity strong.

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Competencies:

	SPECIFIC	TRANSFERABLE
ESSENTIAL	<p>Minimum 2 years' experience in a similar role</p> <p>An excellent portfolio showcasing experience designing for print and digital</p> <p>Thorough knowledge of the Adobe Creative Suite (Photoshop, InDesign & Illustrator)</p> <p>Keen eye for aesthetic and attention to detail</p> <p>Strong typographical and conceptual skills</p> <p>Strong ability to design with adherence to the brand guidelines</p> <p>Ability to work collaboratively within the team to produce high quality creative</p> <p>Knowledge of Adobe Premiere Pro, After Effects or equivalent video editing software</p>	<p>Educated to degree level or equivalent. Ideally in Design, Media or similar disciplines.</p> <p>Excellent standard of written and spoken English</p> <p>Strong communication and negotiation skills</p> <p>Ability to establish and maintain excellent working relationships with key internal and external stakeholders</p> <p>Ability to plan, prioritise and manage multiple tasks and deliver to tight deadlines</p> <p>Problem solving ability</p> <p>Willingness to learn and develop skills</p> <p>Exhibits professionalism</p> <p>Proactively generates new ideas</p> <p>Accountable and responsible</p> <p>Listens and hears accurately</p> <p>Excellent organisational skills</p> <p>Able to work independently and flexibly</p> <p>Creative and forward thinking</p>
DESIRABLE	<p>Competence in HTML and CSS coding, particularly for email</p> <p>Motion Graphics experience</p> <p>Interest in filming/photography</p> <p>Knowledge of the airport or travel industry</p>	<p>Interest in technology and evolution of the web</p>