LiveseySolar

Digital Designer / Contract / Paid
London Bridge london UK

https://www.liveseysolar.com/digital-design-paid-internship-central-london/

We believe that great marketing is about helping people access the transformation they desire. We believe that companies should also be about helping team members achieve the transformation they desire. Our company culture is action-oriented with a preference for startup-style proactivity!

Role Details

Do you enjoy taking a marketing brief and working with design elements like colour, fonts, and imagery to produce a result that resonates with a target market? Do you understand how design can impact a reader's emotions and influence behaviour? Can you organise information in a way that highlights the most important points on a web page, so that a web visitor can scan a page and quickly understand what the page is about? Can you put yourself in a customer's shoes and think about what they might need to see visually in order to make a purchase decision? Most importantly, can your design emotionally excite web viewers and move them to click on the "Call to Action" button on a given web page?

Our ideal candidate will combine all of these elements to create design that stimulates website visitor action. Starting in October 2019, our new Digital Designer will play an integral role in our Marketing Team which is responsible for building online content (websites, videos, social media etc.)
Be part of a team that "gives a damn" about what they do and help our clients to get their life-changing information out into the world.
In this role you will be:

Shadowing our Creative Director to learn about the strategy that underpins all of our visual output.
Using your keen creative eye by selecting and utilising brand-appropriate stock photography images, evaluating competitor websites and ensuring all client visuals match their brand strategy.
Developing a visually cohesive digital presence for our clients.
Creating concept boards for the client taking into account their target customers and our marketing strategy.
Using digital design platforms and publishing platforms (such as Adobe Creative Suite, Pages, Keynote and WordPress).
Designing, planning, and updating visual assets (such as website images, information products, social media headers, and video assets).

Skill/Attributes Required

Do you have:
A degree in Graphic Design, Web Design or equivalent?
A portfolio of digital design work that you can talk us through?
A strong eye for detail and good taste?
Some work experience as a Graphic or Web Designer or similar?
Hands-on experience with Content Management Systems (e.g. WordPress)?
Hands-on experience with design software (i.e. Adobe CS and Mac Suite)?
Excellent layout and information architecture skills?
Clear understanding of what goes into building a Brand and how it is reflected through their online presence?
Familiarity with Digital Marketing and how the sales strategy informs visual direction?
Familiarity with customer avatars, sales funnel design? (would be an advantage)
Experience with basic Design for Print (e.g. letterheads, bannerlites) would be an advantage

Apply/Respond by:
18/10/2019

Send: CV/Resume

recruiting@liveseysolar.com

https://www.shillingtoneducation.com/blog/liveseysolar/