

**Job Specification.**

Job title: Senior Digital Designer
Reporting line: Digital Design Director
Direct reports: Likely to provide advice and guidance to others
Team: Digital

Summary of role: To work within the digital and studio team to create design solutions for our full range of clients

Areas of responsibility:

* To work with the wider digital/studio team to deliver high quality creative solutions.
* To interpret and develop client briefs alongside the digital client services team.
* To mentor and encourage more junior members of the team.
* To continually develop technical skills appropriate to the role.
* To present creative concepts to Digital Client Services and the Digital Team in a thoughtful and articulate manner. Deliver presentations to clients, where appropriate.
* To take a leading role in the delivery of digital brand projects.
* To take a leading role in the guardianship of our clients’ brands.
* To support the Digital Creative Director and Creative Partners in the development and guardianship of the Intermarketing Agency Brand.
* To assist in the recruitment of new digital members.
* To act in the best interests of Intermarketing Agency at all times.



**Person Specification.**

|  |  |  |
| --- | --- | --- |
|  | Essential | Desirable |
| Knowledge | * Good grounding in design principles.
* Industry awareness.
* Understanding of basic business finance.
 | * Design degree.
* Worked in a marketing agency before.
* Self-initiated research.
 |
| Skills | * Experience of delivering and winning client pitches.
* Excellent face to face and telephone communicator.
* Adept at using Adobe Creative Suite.
* Ability to articulate concepts and ideas to the wider team, other departments and clients.
 | * Ability to drive.
* Animation skills
 |
| Attitude | * Demonstrates Intermarketing’s core expectations at all times:
* Accountability
* Challenge
* Collaboration
* Advocacy
* Self-driven with a positive outlook.
* Reliable.
* Team player.
 | * Keen for new experience and responsibility.
 |
| Values | Lives by our values:* Made by ‘we’
* Driven by ambition
* Powered by creativity
* Guided by respect
 |  |
| Personal situation  | * Able to work extended hours on occasions when required.
 | * Flexibility to work off site when required.
 |