

**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.**

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|  | 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. |