



## Role Profile

<b>Job Title</b>	Web Designer – GEN017	<b>Reports To</b>	Creative/Design Manager	<b>Location</b>	Bradford Hubs / Sheffield
<b>Job Code</b>		<b>Grade</b>	M4		
<b>Date Created / Updated</b>	July 2021	<b>Department</b>	Creative		

**Purpose:** As a member of the web team you will be responsible for the design, build and testing of emails and web pages. A strong creative ability to come up with original ideas is crucial, as is the ability to confidently code in HTML and CSS. You will work across our brands, assisting each with the delivery of their online targets and vision.

<b>Your Role Accountabilities</b>	<b>Skills &amp; Experience</b>
<ul style="list-style-type: none"> <li>▪ Design and build onsite areas and emails to meet marketing requirements</li> <li>▪ Manage workload and priorities.</li> <li>▪ Produce creative solutions in Photoshop, built using HTML and tested to our required specification across all devices.</li> <li>▪ Optimise our sites to maximise performance.</li> <li>▪ To ensure work produced is compatible with mainstream devices and tested on all standard internet browsers.</li> <li>▪ To work within and assist in the production of schedules to meet go live dates for update/offers on our websites.</li> <li>▪ Where relevant, liaise with relevant departments (IS, Merchandise, Marketing and Customer Service) as necessary to ensure the smooth production and implementation of work.</li> <li>▪ Assist with production of material for our sites, e.g. homepages, category pages, inspirational shops, editorial pages</li> <li>• To be focussed on development and learning to progress both your personal skills and our online offering</li> <li>• To be committed to the fair treatment of customers at all times</li> <li>• Ensure compliance with all applicable UK and local regulations, Company Policies and FCA Conduct Rules</li> <li>• Demonstrate behaviours in line with our Company values</li> <li>• To take reasonable care for the health and safety of yourself and other persons who may be affected by acts and omissions at work</li> </ul>	<ul style="list-style-type: none"> <li>• Can demonstrate a wealth of experience and knowledge in both web and email design</li> <li>• Have a strong creative ability to turn briefs into engaging campaigns</li> <li>• Have excellent HTML and CSS skills.</li> <li>• Have excellent working knowledge of Adobe Photoshop and Dreamweaver</li> <li>• Have a good understanding of usability, user experience and the general workings of ecommerce sites and related media.</li> <li>• Have a good understanding of different browsers and devices.</li> <li>• Have the ability to adapt to new and existing technologies</li> <li>• Have good communication skills.</li> <li>• Have the ability to work under pressure to tight deadlines.</li> <li>• Can work individually and as part of a team.</li> </ul>