

Role Profile

Job Title	Designer - Creative	Reports To	Assistant Design Manager	Location	Vicar Lane
Date	September 2020	Department	Creative	Grade	M4
Purpose: To design, paginate and plan departmental publications which satisfy customer requirements and deliver the core values and attributes of the Brands; ensure all key catalogue creation deadlines are met for every publication					
Main Accountabilities		Key Performance Indicators		Skills & Experience	Competencies
<ul style="list-style-type: none"> Produce a variety of different publications from concepts through to finished artwork Manage workload and priorities Produce creative solutions within the required brand specification Ensure all work is produced accurately and within agreed budgets/time-scales Take ownership for full or part publications ensuring the work is produced to a consistent high standard To work within and assist in the production of schedules to meet print hand over deadlines Liaise with relevant departments (Media Services, Buying & Merchandise, Marketing and external creative/photographic suppliers) as necessary to ensure the smooth production and implementation of work Monitor the marketplace & competitors, keeping the creative team informed on industry initiatives and key learning's within the mail order/internet environment. Potentially design and produce promotional e-mail campaigns to meet marketing requirements Potentially create and produce promotional material for our sites, e.g. homepages, category pages, inspirational shops, editorial pages Potentially produce creative solutions in HTML built and tested to our required specification To take reasonable care for the health and safety of yourself and other persons who may be affected by acts and omissions at work 		<ul style="list-style-type: none"> Main book publications production to marketing and B&M brief/performance. Action Chain publications production to marketing and B&M brief/performance. Supplier management and control New ideas and improvements. 		<ul style="list-style-type: none"> Ideally 2-3 years experience in Design/Mail Order Creative. A good understanding in the requirements of Mail Order Creative. Excellent working knowledge of, InDesign Photoshop and Illustrator Good written, verbal communication and presentation skills. Ability to work under pressure to tight deadlines with high level of accuracy. Work individually and as part of a team. 	<ul style="list-style-type: none"> Ability to meet deadlines and adapt to change. Communicate at all levels. Time management skills required to avoid conflict, supporting project delivery to schedule. Working in a fast-developing environment – adaptability to change is necessary Ability to take broad marketing and B&M objectives and develop publication plans. Teamwork

Customer First

Integrity

Together

Innovation

Fair

<ul style="list-style-type: none"> ▪ To comply with FCA regulations, where applicable ▪ Demonstrate behaviours in line with our Company values ▪ To be committed to the fair treatment of customers at all times. 			
Dimensions: Reports to Creative/Design Manager.			

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