



DIGITAL UX DESIGNER

JOB TITLE: Digital Designer

REPORTING TO: Heads of Marketing x 2

SUPERVISORY

RESPONSIBILITY: External parties such as freelance graphic designers, developers and web agencies

LOCATION: Hybrid working with approximately 2-3 days per week required at location (either Plus X Brighton or Central Research Laboratory, Hayes).

HOURS: Full time role. Standard office hours Monday-Friday with flex options available. 8.5 hour day with options to flex hours around a core hours 10-4 window.

KEY RELATIONSHIPS:

Internal: All Marketing team: Heads of, Managers, Co-ordinators.
Business Development Managers

External: Web agency, Freelancers

ABOUT PLUS X:

Plus X enables and supports tomorrow's pioneers to meet the challenges of our time.

To have transformative ideas and make them happen; you need space, time, focus and the right people around you.

We give people the tools to collaborate, build, create, test, learn and make their ideas real. Because innovation only happens when we try something new, collaborate with someone unexpected and get a different perspective.

That's why we exist: To empower and enable bold thinkers turn an idea into something brilliant. To build local communities and help and help them grow. And champion the people using ideas for a better world.

In 2022 we'll be expanding our innovation hubs and programmes even further. That's why we are building our marketing team to help support our ambitious plans.

MAIN PURPOSE OF THE JOB:

Taking on this brand-new role in our central marketing team. You'll own and lead the strategy and execution of digital design at Plus X including digital user experience and graphic design.

You'll help us put in place the building blocks for our ambitious growth plans. This will include refining our brand architecture with our senior marketing team, ensuring our brand delivers a consistent experience across current and future hubs and programmes.

You'll also play a key role in evolving our current website, working with internal stakeholders and partner agencies to improve our digital presence for a variety of audiences including SMEs, corporates, and property developers/landlords.

MAIN DUTIES:

Key responsibilities include:

- Own the digital design strategy for the Plus X brand
- Build on and develop our brand guidelines and key assets for the Plus X brand and sub-brands
- Organise our visual library of key assets and champion good practice usage
- Develop and build on design processes across the business
- Create original graphic designs for use across web platforms including website, blog, social media and CRM channels
- Create and deploy website user flows, wireframes and mock-ups
- Manage external designers, developers and/or agencies where required
- Manage website updates/requests from team members
- Present and explain your designs to internal clients and guide them through your thinking process
- Create user centered designs by understanding our key audiences and user feedback

OUR IDEAL CANDIDATE:

- 5+ years' experience working in digital design and a strong portfolio of previous work
- Experience in leading a design strategy
- Proficient using the Adobe suite of applications. Other platform experience such as Figma would be advantageous
- Strong attention to detail and have a keen eye for aesthetics and modern design styles
- Excellent understanding of traditional graphic design principles: typography, colour, layout and composition.

- Understands what constitutes good UX design and how users engage with your designs
- Experience building website pages using platforms such as Wordpress and Webflow
- Experience in analysing customer feedback and activity to enhance the user experience
- Excellent communication skills and can clearly articulate ideas and design, explaining the logic behind them
- Strong team player who can collaborate effectively with different stakeholders/ disciplines

COMPANY BENEFITS:

- 25 days holiday
- 2 x volunteering days per year
- Pension scheme
- EMI scheme
- Seasonal socials including team building, family day and the Christmas Party
- Flexible work with core hours of 10-4

PERSONAL & TEAM RESPONSIBILITIES:

- Provide a good role model for staff and trainees and project a positive image to internal and external contacts and customers
- Demonstrate the Company's culture, values and behaviours:
- Take responsibility for own self-development on a continuous basis.
- Carry out responsibilities with due regard to the Data Protection Act and current Data Protection policy
- Carry out responsibilities with due regard to the Company's Equal Opportunities Policy and Environmental Policy
- Work at all times within the code of the Health & Safety Act
- Adhere to the Company's COVID 19 protocol

This job description is not comprehensive or exclusive and duties may be varied from time to time, but these will not change the general character or level of responsibility of the job. This job description and your performance will be regularly reviewed.

HOW TO APPLY

Please email your CV and Cover Letter to our Marketing Operations Coordinator Amy Osborne amyosborne@plusx.space