



Digital Designer

Job Details

Position: Digital Designer

Pay: £23,067 per annum

Status: Fixed term (18 months)*

*subject to the funding, the role would be extended beyond that date

Hours: Full-Time (36.5 hours per week)

Location: The post will be mainly based in the Adrian Cadbury Building in the Aston University campus with the potential for some flexible working from home days**

** Due to Covid-19 there may be some requirement to work from home for periods of time

Responsible to: Media & Marketing Manager

Application Deadline: Friday 11th June 2021 – 12pm

Interviews: Interviews will take place on 21st and 22nd of June

Job Description


In your role as a digital designer, your day-to-day tasks will consist of collaborating with other teams to define requirements, iterate on design solutions, and contribute expertise for various digital products.

One of the key aspects of your role is creating digital assets for a wide range of platforms, including websites and apps, social media, display advertising, and eCommerce.

Responsibilities

As our digital designer, your responsibilities will include producing engaging content, designing digital assets and optimizing them based on their performance. Responsibilities also include staying up to date on industry trends and the latest digital design software.

- Participate and lead in design discussions and give feedback during planning and strategy meetings.
- Quickly translate ideas into sketches, moodboards and mockups and iterate new designs based on feedback.
- Making sure students are aware of our events, services and activities, using both online and offline media and by working with other SU staff.
- Create digital assets (static, video) for a range of platforms (social, display advertising, eCommerce, websites, etc.).
- Create website assets from hero design to web animations.

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- Create newsletter design compatible in all devices using relevant software.
 - Design and develop homepages, landing pages, and email concepts.
 - Create and execute concepts for digital advertising, welfare and social campaigns in collaboration with student officers and other teams.
 - Research industry trends to present ideas and concepts for timely digital innovation.

Job purpose

- Generate engaging content to publicise ASU's activity
- Contribute to the Communication and Marketing Team's strategic and operational planning

What we need

- Someone who can create editorial and community related content for use across both the website and digital touchpoints
- A designer who understands the basics of social media marketing, engaging, supporting, and celebrating community achievements through producing relevant content for across different digital platforms
- Someone who's confident working with both student officers and general staff to deliver exceptional content and design assets to support the trading and digital marketing calendars
- Experience in marketing and design thinking process
- Experience working in a collaborative team environment.
- Expertise with standard digital design tools like Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro, Adobe After Effects
- Photo and video editing expertise.

What you're great at

- Managing multiple design requirements at one time, working across different brands and products and creating visual assets
- Serving as a brand guardian and ensuring the look and feel of the digital marketing channels is maintained
- Collaborating with the wider team (student officers, commercial services, student activities, advice and housing teams) to ensure all design assets are aligned
- Creating innovative and fresh content for the SU
- Strong knowledge of current digital design best practices and web production techniques.
- A good understanding of visual design principles.
- Proven copywriting, proofreading and digital content skills
- Experience creating digital assets and content for a variety of target audiences.
- Strong portfolio showing the breadth of digital design capabilities.

Person Specification

	<u>Essential</u>	<u>Desirable</u>
<u>Experience</u>	<ul style="list-style-type: none"> • Experience managing online communities' platforms and digital tools (Facebook, Twitter, Tiktok, Instagram, YouTube, etc.). • Experience of copywriting for web, email, social media. • Experience utilising social media to promote campaigns/businesses and creating engaging content to promote the organisation's values. • Experience of using Social Media management platforms (Brandwatch, Sprout, Hootsuite, Social Bakers or equivalent). • Strong knowledge of Microsoft Suite (Word, PowerPoint, Excel). 	<ul style="list-style-type: none"> • Experience of writing/editing publications. • Experience of working in a not-for-profit organisation • Experience using web content management systems to create and update website content.
<u>Skills</u>	<ul style="list-style-type: none"> • Excellent written and verbal communication skills. • Highly organised with the ability to manage multiple projects whilst meeting deadlines. • Ability to work in a fast-paced, dynamic and deadline-oriented environment. • Strong knowledge of Microsoft Suite (Word, PowerPoint, Excel). • An understanding of design and print requirements • Strong knowledge of Adobe Creative Cloud (Premiere Pro, Photoshop, Illustration, Indesign etc) • Proofreading skills. • Great attention to detail. • Problem-solving skills. 	<ul style="list-style-type: none"> • Knowledge of HTML, CSS • Knowledge of handling filming equipment (DSLRs, Gimbals and audio)
<u>Values & Behaviours</u>	<ul style="list-style-type: none"> • A demonstrable commitment to the SU's values. • Strong commitment to, and understanding of the principles of equality, diversity and inclusion. • Comfortable working in a democratic, student-led environment with the ability to empower and build constructive relationships with elected leaders. • Creative and innovative. • Willingness to quickly change priorities. • Ability to work unsupervised. • Flexible attitude. • Ability to work well in a team. 	

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| | <ul style="list-style-type: none">• Ability to prioritise.• Highly organised.• Good interpersonal skills.• Good time management skills. | |
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Aston Students' Union

Aston Students' Union (ASU) is located at [Aston University, Birmingham, UK](#). We represent and support around 14,000 students, providing them with several commercial and non-commercial services.

Since 2014, Aston SU has been affiliated to the UK's [National Union of Students](#).

Aston SU was established in 1966 and is funded by a grant from Aston University and by funds raised by the SU's commercial services.

The Adrian Cadbury building, the new home for Aston Students' Union! The building has allowed our many student services to flourish for students on campus!

Aston SU has recently achieved recognition as Top 10 SUs by What Uni and won the [Guardian's Building that Inspires award in 2020](#).

[About SU](#)

[Aston SU Prospectus 2021](#)

To Apply, please send your CV and Covering letter along with a link or pdf of your portfolio to b.dakkumalla@aston.ac.uk

Make sure your covering letter relates to the skills specified in the person specification above. Demonstrating examples in your previous workplaces would be helpful.