



## Senior web designer. Job description.



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This job description sets out the scope of the role of senior web designer at Fresh Egg, together with the main duties of the post at the date when it was completed. It does not include or define all tasks which the post holder may be expected to carry out. Duties may vary from time to time without changing the nature of the post or the level of responsibility. The post holder may also be required to carry out any other duties as required by their line manager.

### 1. Reporting to

Head of design

### 2. Scope of role

To be fully responsible for leading the production, modification and maintenance of websites and web application user interfaces.

To be a senior member of an established web design team, working closely within a project team, to turn creative designs into working websites.

You'll also work closely with developers to implement their server-side code in order to develop complex, interactive, content managed, and database driven websites and project managers who will assist on making sure all projects are delivered smoothly.

### 3. Main responsibilities

#### Web design

- To demonstrate knowledge of website design integrated with Fresh Egg's other services, making sure they are optimised for user experience and conversion by ensuring that their information architecture is carefully considered
- To keep up to date with the latest web design technologies and techniques in order to discuss them for inclusion within our website creations
- To drive consistent standards and approaches throughout the team
- To maintain our USP of being an 'integrated solution' (i.e. SEO, Insight, Content, Web Development, Design and Social) as the core differentiator

#### Communication & problem solving

- To assist in critical support issues where your experience is required to ascertain the issue quickly and to find the more appropriate resolution
- To support others in problem solving in order to generate ideas and solutions
- To create a culture of promoting new ideas or up-sell opportunities within the team for our clients
- To make sure written work adheres to brand/template guidelines and client communication is at an excellent and professional level
- To make sure quotations take into account all possible risks and contain the appropriate contingency

#### Technical support

- To oversee design quotes, analysis, specifications to make sure they are complete and accurate
- To support the business development team with pre sale activities, contributing to RFPs where appropriate and assisting in large pitches to potential clients where required
- To oversee the technical strategy and implementation of our own internal development stream activities – to make sure they apply to the same standards that we would expect for client work
- To provide training and workshops for clients and/or staff as required
- To be willing to share your technical knowledge and mentor less experienced team members

#### **Company best practice**

- To stay aware of latest data protection and security threats and to make sure we mitigate against these risks against known industry standards
- To offer technical guidance to your team and the company as a whole to deliver best practice
- To efficiently manage your workload and accurately record your time using the company timesheet system.
- To ensure your knowledge of web design and the wider digital industry is kept up to date and relevant by networking/researching/reading blogs and news sources
- To speak/contribute to public industry events and forums as required
- To freely share knowledge, insight, best practice and ideas

#### **Innovation and research and development**

- To proactively drive innovation with new ideas and options made available by new technologies
- To maintain and actively contribute to a list of innovation & research projects
- To assist by offering strategic and technical advice for anyone working on these projects

#### **4. Key skills and experience**

- A senior level web designer with strong and successful technical lead experience
- Proven experience of performing all technical aspects of a front end build
- A high level of SEO experience, specifically onsite optimisation, but also a full and broad knowledge of effective SEO strategies and techniques
- Highly proficient in building websites using HTML, CSS, and jQuery
- Proven experience of building responsive websites (please provide examples)
- Knowledge of writing extended CSS coding languages such as LESS/CSS or SASS
- Creative design skills with a strong portfolio of creative work would be an advantage
- Experience working within a source controlled environment
- Experience working in a web design team alongside creative designers and front-end developers
- Experience working with web developers that produce Microsoft based websites
- Knowledge of using Adobe software such as Photoshop or Illustrator
- Able to meet tight deadlines and remain calm under pressure
- Highly numerate and literate, with the ability to produce top quality written specifications

- Desire and willingness to improve knowledge of new emerging technologies
- Developing cross-browser and cross-platform compatible solutions
- In depth knowledge of current coding techniques and best practices
- Excellent communication skills and attention to detail
- A good understanding of website information architecture to create a website
- Good communication skills are essential for liaising closely with customers and colleagues at the design stage and throughout a project
- Ability to use initiative and work under pressure to achieve tight deadlines
- A flexible attitude with proven experience of working in a small team

## 5. Key behaviours

- Creative/Artistically minded
- Strong leadership, professional attitude – and leading by example
- Bright, highly self-motivated and driven
- Passionate about web design and SEO, with a general thirst for digital knowledge and a significant interest in new emerging technologies
- Ability to solve problems quickly and completely
- Ability to multi-task and stay organised in a dynamic work environment
- Analytical and inquisitive, with excellent attention to detail
- Innovative and creative, with a concise, precise and effective approach to problem solving and the ability to develop, deliver and evaluate brilliant ideas founded on rock-solid strategic thinking
- Credible, confident and articulate, with excellent communication and presentation skills and the gravitas to deliver ideas clearly and concisely to internal and external stakeholders at all levels of seniority
- Reliable, flexible and cooperative
- Diplomatic and tactful
- Personable and approachable, with an enthusiastic and motivational nature and an overall passion for excellence