



Digital Designer / Art Director  
Liquorice  
2020

## Liquorice

As an agency we are focussed on growing strong, lasting relationships, while remaining fanatical about providing outstanding service delivery, deliver ideas and solutions that work.

In our Cheltenham location, we house creative, development, client servicing and strategic thinkers.

Through a process of consultative relationship management supported by excellent project management and great deliverables, Liquorice will continue to succeed and grow.

We deliver integrated campaigns, from TV to Digital with a consistent, joined up and considered solution to every brief. We have strong values, and our thinking and execution is always rooted in what's best for client.

An opportunity strong digital design lead to join an agency at a critical point in its development.

## Digital Designer / Art Director

As a lead Digital Designer and Art Director you will be the expert in the room, able to lead and support clients and colleagues alike. You will be able to mentor and inspire more junior team members while providing excellent solutions to client problems.

You will be well versed in all areas of digital design including website design, wire-framing, UX/UI, social content creation, display and email. Maintaining a wealth of knowledge on current trends and innovation in digital communication, you will be able to project a strong and reasoned voice for design from the Agency.

You will be happy to take concepts, scamps and implement for digital as well as develop your own creative ideas to exceed expectations on client briefs.

Any eye for detail is essential coupled with a completer/finisher mindset.

If you have wider design knowledge including design for print, branding, PoS or motion graphics that would be a bonus.

### Key Personal Attributes

- Brings value to the business with your skills and experience
- Creates inspiring design work
- Commercially and creatively astute.
- Capable and creative problem solver.
- Efficiently works to deadlines and timescales
- Works to brand guidelines and direction
- Offers enthusiasm and commitment to all design work
- 100% committed to quality and relentless in the pursuit of excellence
- Enjoys being part of a team, working alongside and with remote colleagues
- Conscientious and attention to detail.

## The Role

As one of the creatives in the business, and in a senior role you will be responsible for leading digital design across multiple accounts and projects.

This will include full website UI/UX and design, site upgrades and enhancements, proactive reviews of older products to support upgrade sales, design of email and social campaigns, involvement in solutions for pitches and proposals and accurate estimating of projects.

## Key Responsibilities

- Developing creative solutions to client problems
- Web design, UI/UX, wireframes
- Social and digital advertising and content design
- Mentoring junior team members
- Providing objective review of creative work

## Essential Experience & Skills

- Adobe Creative Suite
- After Affects
- Collaborative design platforms such as Adobe XD
- A solid understanding of branding in a digital space
- Ability to Art Direct others and yourself
- Proven mentoring of juniors

## The Package

- Salary range of £35,000 – £40,000 + bonus depending on experience and performance.
- Company Pension Scheme
- 25 days holiday allowance
- Life assurance
- Cycle to work scheme
- Free parking and 3 minutes from Cheltenham Spa

## How to apply

The application for the role could be a creative act in itself that demonstrates your understanding of the brief for the role.

Alternatively, send us your CV and a covering letter explaining why you would be a great fit for the company to [jobs@liquorice.marketing](mailto:jobs@liquorice.marketing)

