

Visual Designer

dryrobe is currently looking for a Visual Designer to join our dynamic team on a permanent basis.

This is an excellent opportunity to make a positive impact in a successful, fast-growing ecommerce business working with some of the world's leading brands. Our primary focus is 'smart digital marketing'.

If you are passionately interested in learning, adapting and evolving and you are looking to step into a role within one of the most exciting new digitally led brands, this could be the role for you.

About dryrobe:

dryrobe is all about people making the most of their time outdoors and leading a healthy active lifestyle. We make the World's most versatile change robe which is used across many outdoor activities including surfing, open water swimming, triathlon and family adventures.

We are based in beautiful North Devon and encourage our staff to take advantage of the awesome activities on our doorstep. #dryroberterritory

Job summary:

The successful candidate will be highly creative, logical and not afraid to challenge existing concepts with new and innovative ideas and ways of doing things. You will have a very good understanding of how brands work, how they grow and how they evolve.

You will play a key role in designing both digital and print content, contributing to the look of the brands' online and offline presence. It is important to be able to maintain brand identity across the businesses whilst also being able to bring original and creative ideas to the table.

This is a fast-paced environment and you'll be expected to develop and execute ideas within multiple projects at the same time and to a high standard.

This is an exciting opportunity for a designer who wants more responsibility and autonomy while working in a collaborative environment. You will work as part of the marketing team and closely with the in-house Copywriter and external creative freelancers on campaigns.

Duties and responsibilities:

- Produce commercially effective and stunning creative work that improves the business by growing the brand.
- Be the brand guardian, ensuring that our visual brand is consistently applied, everywhere.
- Take ownership of the brand guidelines and keep them current as the brand evolves.
- End-to-end project management, managing projects and tasks effectively, ensuring you are constantly pushing your creative and technical abilities to generate the best creative output.
- Design content across the brand's multiple websites, emails, social media and print marketing assets.
- Produce concepts and all assets for new product launches.
- Develop storyboards for video production and attending shoots to provide creative direction.
- Create mood boards and photography guidelines. Attending photoshoots as the art director.
- Take print jobs from initial spec to proof on press with the precision and confidence to create stunning final executions.
- Manage the brand asset management library and keep it up to date with new content from our roster of photographers and videographers.
- Contribute to the overall marketing strategy by providing honest, insightful and constructive feedback to the team.

Knowledge, Skills and Experience:

- 5+ years design experience preferably working within the outdoor lifestyle space, an ecommerce retail brand or an agency.
- A strong design portfolio working with Adobe products (Photoshop, InDesign and Illustrator).
- Experience of designing for digital, social and print.
- An understanding of video and animation techniques, and a working knowledge of video software would be desirable.
- Awareness of the challenges with online retail.
- Strong commercial awareness.
- Ability to work in a close team in a dynamic working environment.
- Ability to handle multiple workloads simultaneously and perform under pressure.
- A good level of spontaneity and technical confidence.
- You will be customer-focused and have a passion for design; bringing new trends to the table and proactively keeping up to date with everything design and sharing your knowledge and findings with the wider team.

Location: Office based at dryrobe HQ, Braunton, North Devon. Currently working from home due to the COVID situation.

Job type: Full time, permanent.

Hours: Monday-Thursday, 9am-5pm. Friday, 8.30am-4pm.

Salary: Dependant on experience.