

# DEAR FRANCES

## DIGITAL ARTWORKER

Dear Frances

Location: London, United Kingdom

*Dear Frances has an exciting opportunity for a passionate Post Production Assistant/Creative Artworker to join us. You will have a key role in shaping the creative content of a rapidly growing luxury fashion brand.*

The ideal candidate will be highly skilled in digital post-production, with a passion for luxury fashion and design. Working closely with the Creative Content Producer, Creative Director and Marketing team, you will be responsible for creating innovative, engaging and on-brand visual content for use across all medias.

You will edit and deliver all design, photography and video projects, inclusive of newsletters, website editorial, social media and paid social, ensuring consistency and helping to further define and enhance the brand tone.

This role is collaborative and fast-paced. You will be responsible for editing daily, monthly and seasonal content and managing exports and uploads for various online platforms, but will also be reactive and know how to implement the best asset to enhance brand communications.

You will ensure that the visual brand voice is consistent across all content uses including; Social Media, Website, eCommerce, Display, Affiliates, Marketing, events and Special Projects.

## Key Responsibilities & Contributions

- Design and edit content to be used across all communications, including email campaigns, social media, web editorials, and digital ad campaigns
- Complete post production for video projects including colour grading, mastering, encoding in different formats and uploading to the web
- Repurpose and adapt content for multiple social channels and remarketing campaigns
- Backup and File Management - accurately archive footage to be easily accessed by the Editorial, Marketing and Social teams
- Research on-brand royalty free music, visual and sound assets for video projects
- Design content for lookbook, press packs and press releases for the PR team
- Liaise with Creative Director, Content Producer and Marketing teams for cohesive brand voice
- Ad-hoc shoot support duties
- Ensure quality creative output across all assets
- Work with Marketing and Client Service team on anticipated timing of new styles and preparing content in time for weekly product launches
- Create and build on-brand asset library to be used across all media

## **Skills, Experience and Qualifications**

- Highly skilled in graphic design, photography and video post production
- Advanced skills in Adobe Suite including: Premiere Pro, Photoshop, InDesign and After Effects.
- Experience working with Davinci Resolve software (bonus)
- Understanding of colour management, file compression and optimisation for various online platforms (i.e. YouTube, Instagram, Facebook, etc.)
- Portfolio demonstrating your retouching and colouring capabilities
- Proven experience creating titles and graphics for still and moving imagery
- An interest in design and luxury fashion and the ability to translate this into engaging visual content with the right brand tone
- A keen interest in sustainability and conscious production
- A strong understanding of luxury fashion and content creation with at least 2 years of relevant experience in the sector
- Copywriting skills (bonus)

## **Characteristics Required**

- Creative, with strong visual skills and new ideas
- Excellent communication skills – written and oral
- Highly organized individual who can handle multiple tasks at once
- Collaborative, adaptable and ready to respond to questions with a sense of urgency
- Confident and willing to brainstorm and share new ideas
- Passion for luxury fashion, design and direct to consumer e-commerce
- Desire to work within a start-up environment and being part of a growing team

## **Why work with us?**

This is an exciting opportunity to become part of a dynamic team with a fast-growing luxury brand. We are committed to offering the chance to learn and grow within our team and we are passionate about working collaboratively so that each member actively contributes to the growth and direction of the label. Our common vision promotes leadership, collaboration, passion and social responsibility.

Dear Frances was founded with the clear objective of offering designer classics to modern women. We focus on bringing the highest level of design and craftsmanship, while slowing the fashion cycle and leading the way for socially conscious businesses. We work closely with our team of artisan shoemakers in Italy, utilising sustainable materials and processes to develop a new kind of luxury - a luxury that seeks to slow the fashion cycle, a luxury that focuses on craftsmanship and a luxury that helps to increase the integrity of our fashion choices.

Please send your CV with recent work to [careers@dearfrances.com](mailto:careers@dearfrances.com)