



CREW CLOTHING COMPANY

JOB DESCRIPTION

Role	Digital Designer	Reports to	Design Manager
Department	Creative	Hours	38
Grade	[insert grades]	Version	1.0

Established in 1993, Crew Clothing Company is quickly becoming an icon in the market as a true British founded and inspired clothing brand. Our English heritage remains the backbone of the Company as we move from strength to strength helping our loyal customers become the best version of themselves.

Moving forwards we are not only providing what we see as some of the best products on the market but supporting our talented and motivated Team Members across all areas of the business to become what we call 'True Crew'. Our people are at the heart of what we do and we are all proud to be a part of something more than just clothes, it's a way of life.

Purpose of the role:

To design distinctive, on brand and commercial assets to support digital marketing activity, including all website and email creative as well as assets required for other digital marketing activity including social media. This is an exciting time for Crew Clothing, and this role represents a great opportunity to make a real difference as we invest in marketing to support the repositioning of the Crew brand

Responsibilities:

- Work with the Head of Creative and eCommerce team to develop the online brand identity for Crew Clothing Company, creating seasonal designs which fit with the overall brand and creative position.
- Work with the ecommerce team to design all email marketing communications,
- Work with the ecommerce team to design all website assets, including overall page design as well as homepage, category and promotional banners.
- Work with the ecommerce team to design all assets required for online marketing – affiliate banners, retargeting collateral etc.
- Work with the marketing team to design all social media assets.
- Ensure all digital assets are on brand, commercial and aligned with wider brand communications.
- Work with the wider creative team to translate marketing collateral to digital assets for use online (e.g. catalogues, blog posts, brand newspapers).
- Contribute ideas and innovate to ensure the Crew Clothing online brand experience continues to evolve.

Key Performance Indicators

Key Skills and Experience

- At least 2 years' experience in a similar, in-house design role at a multichannel retail company
- Excellent knowledge of InDesign, Photoshop & Illustrator
- An understanding of HTML and 'best practice' for responsive design



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- Relevant Design qualification/degree course
- Ability to understand, translate and deliver briefs to deadline
- Demonstrates innovative thinking and strong creative execution
- Experience and interest in fashion and clothing brands and marketing.
- Experience and interest in innovation in ecommerce and digital communications across platforms
- Working knowledge of aftereffects and digital animation skills would be a bonus

General: Adaptable, high level of attention to detail, good communicator, can-do and positive attitude, able to work to deadlines.