DIGITAL DESIGNER

About Wordery

Wordery is a fast growing global online book retailer.

Based in Farnborough, Hampshire, Wordery was founded in October 2012 by a team of bookselling eCommerce entrepreneurs in partnership with Bertrams, one of the UK's largest book wholesalers.

With sales doubling annually since inception, Wordery is a significantly successful story in the start-up world.

Wordery sells a range of over 10 million books over to over 100 countries via 10 channels, and is one of the top booksellers in the UK.

Our dedicated D2C channel, wordery.com, launched in October 2013 and is now a substantial part of the business and the key area of focus and growth.

The Role

Responsible for the delivery of the Wordery brand through outstanding creative output and web design. The remit covers all creative aspects of the business, including eCommerce websites and digital and print marketing.

Responsibilities

- Delivering the Wordery brand and functionality requirements through outstanding creative design – both web and print design
- Ensuring consistency of creative/brand message to support all areas of the business.
- Responsible for website design and UX over all platforms, emails and media etc.
- Management of design workflow ensuring all required development and marketing initiatives are delivered on schedule
- Management and quality control of all Wordery creative output, from inception to deployment
- Creating graphics for campaigns which can include: website banners, email design, social media posts, feature pages, landing pages and affiliate banners.
- Supporting management visually for campaigns, pitches and reports

Essential Skills and Experience:

- Good academic achievements
- Digital design experience
- Marketing campaign support experience
- Some experience of designing responsive websites

- Some experience of wire-framing and UX for eCommerce websites
- Good working knowledge of Photoshop & Illustrator
- Appreciation of customer purchase paths and optimisation
- Commercial and analytical approach to design
- Some understanding of Google Analytics and gaining insight from it
- Deep understanding of Adobe Creative Suite
- Timely awareness of developments in the design and UX industry, and their
- Application to our business

Desirable Skills and Experience
- Print design experience
- Good working knowledge of InDesign

Personal Attributes
- Strong written and verbal communication skills
- Comfortable operating in a loosely structured and agile organization
- Self-starter
- Loves books and reading

Contact:

Please contact us on careers@wordery.com