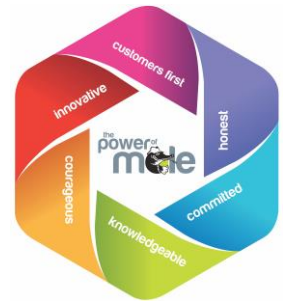


Digital Design Assistant



Role Description:

Reporting to the Digital Marketing Manager you will be responsible for assisting the Digital Designer in creating corporate, inspiring and engaging digital design across all our channels, including email, social, search and website. You will be part of the digital marketing team but also work very closely with the digital ecommerce, web and design teams as well as other areas of the business.

Your Responsibilities:

- Take the initiative from briefs to produce inspirational and commercial templated or bespoke static and video designs.
- Using internal planning and workflow platforms to manage the planning and creation of content and emails in a timely and effective manner
- Work with the wider marketing team to ensure all digital briefs have been produced, signed off and scheduled along with gathering of assets to support the process.
- Using the Klaviyo email platform to manage, create and schedule emails.
- Create and deliver graphics and content for all required areas of the website
- Support the website commercial team to improve the customer experience on the website.
- Create assets, static and video, for social media and search channels
- Be confident using Illustrator design software and experience in After Effects and Premier Pro are highly desirable. Some Magento and coding knowledge (HTML / CSS) would also be beneficial but not essential, as training can be given.

Personal Specification:

Requirement
Experience:
Minimum of 1 year experience of working within a similar role
Marketing or design qualification at any level, desirable but not essential
Experience working with Magento Web Platform is desirable but not essential
Knowledge / Skills:
Competent in Illustrator design platforms or similar software
Commercial Awareness
Ability to be well organized and manage multiple projects simultaneously
Clear understanding of the importance of attention to detail
Good communicator (written & verbal)
Excellent organisational and planning skills with the ability to work under pressure
Positive management and communication to internal and external stakeholders
Personal Attributes:
Confident approach
Enthusiastic about marketing and design





Digital Design Assistant

Determination to succeed and develop
Team player with flexible attitude
Positive outlook
Ability to work under pressure

Behaviours for the role and in line with The Power of Mole:

- **Customers First** – we are always approachable, friendly, and considerate to the needs of our customers
- **Honest** – we have an open way of working and are always respectful of one another
- **Committed** – we exist to serve and protect British agriculture and are committed to those who share our way of life
- **Knowledgeable** – we use our influential voice to create change and support our customers
- **Courageous** – we are passionate and creative people who feel confident to challenge others
- **Innovative** – we work collaboratively as a team to deliver solutions that make a difference

