



Position: **Digital Designer**

Department: Art Direction & Design

Contract: Permanent

Location: London HQ (Bermondsey)

Start date: ASAP

A BIT ABOUT US:

We are an integrated creative agency, working to drive desire for some of the world's best-known fashion and lifestyle brands.

We care about the way things look, as do our clients - and their customers. But it can't start and stop there, or it would be one-dimensional. So, we create immersive brand worlds and stories, deeply rooted in insight and behaviour - that deliver tangible results for our clients.

Our team of 40+ based across our London, New York & Sydney offices are a multi-disciplinary bunch who are passionate about delivering beautiful work that works.

THE OPPORTUNITY

We are looking for a smart, energetic and ambitious Digital Designer to join our growing team.

At ODD, a strong and insightful creative idea sits at the heart of everything we do, and you will play a critical role in bringing these ideas to life for the agency across digital channels and platforms.

Working closely with our creative and client service teams, you will deliver best-in-class digital design that drives desire for a selection of brilliant global fashion and lifestyle brands, including F&F (Tesco), Triumph Lingerie, Amostyle, Eastpak, Perry Ellis, Seafolly & Champion.

Your core focus will be the design of digi ad banners, paid social ads, content hubs, eCRM mock-ups, digital campaign guidelines, client presentations and the ODD website. Being part of an ambitious and growing agency, you will also play a key part in delivering brilliant digital visuals/in-situ mock-ups & animations for new business pitch decks.

The role also offers the chance for you to broaden your own creative thinking beyond the realms of digital - working closely and collaboratively across projects in truly 360 global campaigns.

KEY EXPERIENCE & RESPONSIBILITIES

- 3+ years' agency experience in delivering best-in-class campaign and digitally focused design.
- Able to bring to life creative concepts & art direction across digital platforms

ODD

- End-to-end digital ownership from pre-shoot designs, through to packaging assets & overseeing the development phase.
- Ownership of the agencies own digital ecosystem - ensuring it's slick & fresh.
- Deliver an excellent standard of in-situ visuals - inc storyboarding, transitions & animations where applicable.
- Able to execute fully responsive cross-platform design solutions.
- Detailed and methodical approach to developing global digital campaign guidelines that can be easily interpreted & executed by local markets.
- Able to understand and design to our clients' brand guidelines.
- Able to understand & interpret media plans. Design with technical limitations (inc WCGA, AA+, AAA standards) in mind & liaise with media owners to resolve any technical queries.
- A keen interest and working knowledge of the digital build process.
- Maintain and manage our black book of 3rd party & freelance development partners – ensuring we're always working with the best.
- Confident in briefing & directing digi developers to bring your digital designs to life.
- An approachable & motivated team player with a confident “can-do” attitude.
- Great communication skills – able to clearly & confidently present your work & opinions – providing clear rationale & justification when required.
- Rigorous & thorough with a killer eye for detail.
- Strong typographic skills.
- Able to manage their time, work efficiently & prioritise tasks.
- Able to work autonomously, as well as under guidance of agency creative leads.
- Someone who can inspire those around them (& themselves!) to go the extra mile to deliver the best possible work.
- A passion for digital trends / innovations & an appetite to share new developments, technologies and best-in-class digital campaigns with the team.
- Keen & able to contribute conceptual digital/social ideas would be an advantage.
- Experience working with fashion brands would be an advantage, whilst a genuine interest in fashion is essential.

TECHNICAL SKILLS

- Proficient skills in Adobe CS; Photoshop, Illustrator, InDesign & Keynote
- An understanding of html5, CSS code
- Front & back-end CMS to maintain agency website
- Knowledge of cross-device digital & social ad formats plus social profile formats

Although not essential skills, the following would be an advantage:

- UX & ability to create wireframes & sitemaps
- Editing software i.e After Effects/Final Cut Pro etc
- InVision app (for marking up designs & dev)
- Sketch
- Google Analytics (for agency SEO purposes)
- Understanding of offline design/print process

ODD

PERSONAL SKILLS

- Collaborative by nature. It's part of our DNA at ODD and will be part of yours too. You love engaging with colleagues, clients and partners to reach brilliant solutions.
- Informal. Although were told that robots may replace us, let's not become them. We embrace technology but are ourselves human. We love natural, honest, guards-down relationships so please don't leave your personality at home. At ODD, you can be you.
- Entrepreneurial. We love ambitious big thinkers. People who see opportunities & bring them to the table. This can be anything from identifying new briefs, suggesting agency initiatives or bringing new partners to the game. We'll back you.
- Resilient & positive. As much as we'd love to live in a perfect world, things can't always go to plan - goalposts move, time can be tight & opinions may differ. Shit does happen. You however, remain calm, catch those curve balls, calmly re-organise them & diplomatically throw 'em back.
- Able to take and action feedback, rejection and constructive criticism - as well as being able to push for your ideas
- Excellent organisational skills with the ability to prioritise work, multi-task when working across multiple projects simultaneously
- Culturally aware – specifically in terms of fashion, art & music

ODD CULTURE

Our culture makes us unique. We work in a lively and fast-moving environment, where everyone mucks in. It's not for the faint-hearted or those who require perfect peace and quiet to work in. This won't change as it's part of who we (and our clients) are.

We don't have multiple layers of hierarchy and as such, everyone has a voice. There are no borders and no boundaries. We're in this together – this is your agency. We're creatively driven, without the egos. Organised and effective, without the red-tape.

The most important thing is our end product – our creative output. Sparkling work that delights our clients, wins us awards and helps bring in new business opportunities. We should be proud of every piece of work that has the ODD name to it. Of equal importance is the journey; how we get there. Let's make the process enjoyable for everyone – clients, colleagues and partners.

**ODD BENEFITS**

- Competitive salary
- 20-days annual holiday allowance
 - Plus Christmas paid leave (usually 4-5 days)
 - Plus Birthday paid leave (1 day)
- 4.30pm Friday finishes
- Continuous Professional Development (CPD) scheme with IPA
- Private Health Cover*
- Bike-to-work scheme*
- Discounted gym membership *
- Pension contribution *

** Available after satisfactory completion of a 3-month probation period*

TO APPLY

Please email your latest folio and a short intro to yourself to jobs@oddlondon.com