

Digital Production Designer

The **Digital Production Designer** is an important member of digital team who's responsible for visual solutions and templated executions in a variety of mediums to support digital channels. This Production Designer is dedicated to the visual craft of design, passionate, energetic and skilled in producing impactful digital assets. The work needs to balance design principles with a serious attention to detail. This designer will support the digital team by preparing digital assets for web, email, display media, marketing automation, social media, video and CMS content to support and meet development needs, as well as campaigns.

The Digital Designer will collaborate with fellow designers on the digital team, as well as the creative team—Art Directors and Copywriters—in creating designs that work across platforms/devices, including desktop, tablet and mobile devices. This position reports to the VP of Technology. Responsibilities of Marriner's Digital Art Director are comprised of (but not limited to):

Digital Design Expertise

- Work closely with the Digital Art Director and design leads to support in developing hard-hitting concepts and on-brief options for our customers
- Produce work the department and agency will be proud to share
- Produce digital assets and templated output to support campaigns and developers
- Contribute to process efficiency efforts to better our quality and speed of delivery
- Work hand-in-hand with creative leads on ideation, design and delivery of innovative and performance-driven solutions for digital activation
- Lead the production of banner display creative and social media support assets
- Complete CMS and content-related tickets for our maintenance customers
- Support the Associate Creative Director in the production of videos
- Create animated Gifs and/or MP4 animations for impactful creative units
- Work cross-departmentally in providing support to the creative team when called upon
- Translate client's marketing objectives into clear, compelling and brand appropriate digital communications
- Ensure designs and deliverables are cross-device compliant and accessible
- Utilize opportunities to add value to the work and aid in selling incremental ideas
- Revise work as necessary with speed and accuracy
- Help field internal questions related to design from the account team or other departments when needed
- Work cross-functionally to determine optimization opportunities related to underperforming in-market work
- Use modern proven techniques and best practices when producing design deliverables
- Dedicate time to staying up to date on current trends and emerging technology that may impact design solutions and its performance/success
- Populate email marketing and landing page templates with visuals to prepare for development
- Be available to the team in remote and in-person situations

- Work closely with web developers in the execution of designs into development
- Knowledge of frontend development skills such as HTML and CSS—as it relates to preparing designs for development and for occasional participation in development if/when needed, as skillsets allow
- Conduct Quality Assurance testing, along with the full digital team for large projects to ensure there are no issues prior to moving work to the live/production environments
- Commit to understanding user personas, industry nuances, trends and marketing techniques through independent study and tools from subject matter experts
- Manage expectations and communicate project statuses often with digital project managers

Knowledge and Skill Requirements

- Minimum 3 years of Agency or in-house Agency experience
- Excellent knowledge of Adobe Creative Suite products such as Photoshop, Illustrator and InDesign
- Strong knowledge of current web trends and emerging relevant technologies
- Knowledge of a wide variety of marketing channels
- Strong skills in user experience
- Enthusiasm and passion for campaigns and projects
- Excellent knowledge of WordPress CMS and working knowledge of a variety of other CMS solutions
- Additional Software: MS Word, Excel, Powerpoint and Outlook; Google Suite, Adobe Acrobat
- Possess the necessary soft skills such as problem solving, negotiating, teamwork and collaboration
- Knowledge of timelines and resources necessary for all project types
- Ability to form genuine relationships internally and externally
- Excellent verbal, written and listening skills
- Effective management of multiple, concurrent projects against aggressive timelines without compromising accuracy or quality
- Great interpersonal skills and a do-whatever-it-takes attitude
- Positive attitude and general spirit of teamwork

Key Performance Indicators (KPIs)

- Project deliverables are on time and delivers on client objective(s)
- Produce work that works—delivers on KPI(s)
- Receive praise from clients
- Work should reflect the knowledge of trends and skills acquired as advancement continues
- Design translates well into development for its intended format
- Creative collaboration proves to produce better work