

October 2009

## Front-End Web Designer job specification

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### 1. Introduction

We're proud of our client work. We're just as proud of the team that makes it happen. Working at our offices in Central London means working in a collaborative and creative environment with talented, inspirational people from different backgrounds.

We would love to be able to simply say “**Just show us that you are an amazing digital designer, one that lives and breathes new technologies!**”, but here is a realistic full job specification...

### 2. About the position

We need a Web Designer to join our team with a proven ability in user-centred design.

This job involves **designing** and **building**. So don't apply if you are a fantastic designer that doesn't know their XHTML from their CSS!

As a real self-starter and a keen all-rounder you will be expected to work either as part of a larger team on major website projects, or on smaller projects where you may be given the opportunity to take creative/front-end ownership working alongside our backend developers.

You'll have 2 years solid experience in a digital agency in designing and building the front-end of commercial sites, emails and online apps, and an enthusiasm and an aptitude for learning.

We are not expecting you to be at the top of your game just yet – fingers crossed you'll get there in time - but you'll have enough experience with it and be keen enough to be passionate about getting there.

### 3. Responsibilities

You'll be integral in both **design** and **front-end build** of our digital projects.

#### On a daily basis;

- Designing inspirational user-centred websites, emails and online apps
- Front-end web development; using JavaScript, AJAX, XHTML, CSS and related technologies
- Creative brainstorming for ideas for new client projects or pitches
- Ensuring cross-browser compatibility
- Building/testing/sending HTML emails via our email marketing system

### 4. What you need to know

In a fast, clean and efficient manner, you'll be **strongly proficient** in:

- User-centred design
- Photoshop/Illustrator/Dreamweaver
- HTML, XHTML, & CSS
- Cross-browser template creation
- W3C & WAI standards
- JavaScript (inc. jQuery library)
- Search Engine Optimisation
- HTML email marketing production

You'll gain extra brownie points for experience with;

- Illustrative/Logo design
- Flash Actionscript
- Drupal CMS
- Information architecture theory
- Wordpress
- PHP/mysql
- Social media possibilities
- Being a bit of a geek

### 5. A bit more about email marketing

Producing great looking emails is part of Catch's core business and we need to ensure that these emails both look and work the part. The emails you will be producing will be seen by 10's of thousands of people each month, so it's a big deal.

It is among your main responsibilities to take your designs, or designs supplied to you, and make them into HTML emails adhering to strict guidelines. Being a core team member you'll have the exciting opportunity to oversee and help grow our email marketing department.

**Don't worry** if you've not had experience directly with email marketing, **full on the job training** is provided to enable you fully get to grips with the complex in's and out's of the production. We do require you to be able to fully understand in-line styles and table-based layouts in Dreamweaver.

## 6. Ongoing goals

Keeping abreast of the latest XHTML/CSS/WAI standards and Web 2.0 developments on the front-end side of things and the latest design and typographical trends

To learn from the team how to take on a project from a birthing meeting with the client through wire-framing and technical specifications then onto design and build and beyond, on-time and on budget!

## 7. Package

We take good care of our staff, and salary expectations are based upon experience and are also performance related. Basically; you'll get paid money (**£££ dependant on experience**), **flexible holiday allowance**, and be able to work in a nice place with great people and plenty of scope to be as creative as you wish.

## 8. How to apply

Please send the following to [jobs@catchdigital.com](mailto:jobs@catchdigital.com);

- Covering letter, WHY you want the job
- Your online creative portfolio
- 3 websites you have designed and built yourself you are most proud of
- 1 website (at least) must validate to XHTML strict

## 9. And finally... why work at Catch?

As if this job specification was not a **fantastic career opportunity** enough (!), we also guarantee **you won't be a faceless team member** either. You'll be actively involved in building relationships with our clients, helping work out their needs with senior team members and playing an active role in client meetings and helping shape our company.

Simply put, there is no better experience to broaden your development horizons and climb the digital ladder than client contact, and this is exactly what we offer as part of your position's daily responsibilities.

Our unique approach to digital is effective and it works for clients including **Orange, Haymarket, Hymans Robertson** and **Crest Nicholson**.

We are a relatively young company, 3 years old in January, and we're working hard to prove our worth. Since our inception we have enjoyed rapid growth, come be a part of it and join us!