

JOB DESCRIPTION

DIGITAL DESIGN SPECIALIST – DIGITAL

Hirons is an advertising, public relations and digital agency delivering bold ideas. For more than 40 years, our research-based, results-driven approach has helped hundreds of clients reach their marketing and communications goals.

Hirons employees are especially enthusiastic and loyal because our unique structure provides each an ownership stake in the company. Together, we daily live out the Hirons mantra: Outwork, outthink, outperform.

We welcome your interest in joining our talented and dedicated team.

Hirons. **Be bold.**

Digital department

Digital continues to be a focus at Hirons as clients compete in a growing, ever changing, online environment. The digital landscape changes incrementally every day with tweaks from industry giants such as Google. These changes affect how an organization is viewed online and how they achieve their business goals.

The digital team at Hirons provides a strategic digital marketing lens against our clients' businesses. By looking at owned digital entities such as websites, social media pages and email marketing efforts, Hirons can provide the next, best digital investment opportunities for our clients.

Hirons is involved in website development, user experience optimization, search engine optimization (SEO), email marketing, reputation management and social media marketing across networks. Staying on top of technology and emerging trends is critical to maintaining best practices and growth.

Digital design specialist summary

A digital design specialist provides the creative direction for websites, landing pages, email templates and digital ads. He or she will assist in advertisement production for online and social platforms. The digital design specialist will report directly to the director of digital and development. They will work closely together to ensure the digital creative enhances the client's digital strategy and online presence.

Duties and responsibilities

- Conduct design research including competitive analysis, analytics, and heatmap implementation and analysis
- Assist in gathering requirements from users and stakeholders to define information architecture, create sitemap and document user flow for website projects
- Create annotated wireframes for websites based on client's goals
- Coordinate with development team on usability, navigation and user goals

- Using user-centric principles, design and provide art direction for websites, landing pages and email templates
- Assist in the identification and qualification of digital creative for client strategies
- Design and produce creative for online advertising, including static, animated gif and HTML5 ads
- Edit and/or troubleshoot HTML and CSS, as needed
- Utilize SEO and UI/UX best practices to influence design
- Conduct user experience testing and/or interpret qualitative data to aid in design decisions
- Engage in self-directed and Hirons training to achieve certification in UX/UI design, mobile site design, email marketing design and digital advertising design
- Work collaboratively within the agency's digital team and aside the agency's creative team
- Stay up-to-date with all current design technologies, trends and developments
- Follow all internal procedures, particularly quality control procedures

Qualifications and skills

- A Bachelor's degree in communications, creative design, advertising, marketing or a related field
- Minimum two years of professional, relevant experience
- Agency experience preferred but not required
- Communications skills with experience in delivering customer service satisfaction
- Be an avid digital media consumer and exhibit a wide degree of creativity and independence
- Strong interest in working within a diverse and technological environment; comfortable learning new skills and technologies
- The ability to work within a fast-paced, deadline-oriented, team environment
- Excellent communication skills including verbal communications, active listening, presentation skills, excellent written grammar and spelling
- Diligent note-taking capabilities
- Demonstrated creative design skills
- Ability to work under deadline and budget guidelines with a variety of clients
- Strong knowledge of marketing strategies, concepts and marketing communications principles
- Ability to use both a creative and an analytical approach
- Business know-how
 - Understanding of business metrics and the ability to translate company goals and objectives into digital experiences
- Knowledgeable in Adobe Creative Cloud including Photoshop and Illustrator

Experience with the following languages/technologies is preferred but not required:

- Microsoft Office suite including Word, Power Point and Excel
- Adobe Creative Cloud including InDesign, Acrobat, Premiere Pro, After Effects, XD and Lightroom
- Google Web Designer
- Sketch & InVision

- MacOS software programs
- HTML, JavaScript & CSS
 - Understanding of HTML and CSS relationships for cross-browser compliant code
- WordPress & other content management systems
 - Understanding of skinning content management systems

Character

All Hirons employee-owners are required to uphold the highest standards of ethical practice and business conduct. Hirons holds itself to the ethical standards set by the Public Relations Society of America, the American Advertising Federation (via the Institute for Advertising Ethics) and the Interactive Advertising Bureau. As a Hirons employee-owner, you are expected to:

- Be clear, forthright, direct and sincere in every interaction – whether with clients, colleagues, the media or the public.
- Do what you say you are going to do.
- Do the right thing.
- Always act in the best interest of the client.
- Always involve the client as a full partner.
- Treat everyone with dignity and respect.
- Be the colleague you want to have.
- Never say or do anything that you would not want to be a trending topic on Twitter.
- Never disparage a competitor, colleague or client.
- Earn, preserve and protect our reputation.

Equal opportunity employment policy

Hirons prohibits discrimination and harassment of any type and provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

Job Title: Digital Design Specialist
Department: Digital
Reports To: Director of Digital and Development
FLSA Status: Exempt (assuming minimum salary requirement)
Prepared By: SS
Prepared Date: 3/5/21
Approved By:
Approved Date: