

Values & Mission

At Success Local, our mission is to help businesses to discover and achieve their potential through digital marketing and web design.

We're looking for an individual who will uphold the values of our business and strives to do right by their colleagues, the business and customers. The six core values of Success Local, and what we look for in team members, are:

- Integrity, Honesty & Trustworthiness
- Accountability
- Open Minded, Curious & Driven To Learn
- Friendly, Kind, Selfless & Willing To Help
- Driven To Making A Difference To The Customer, The Business & Yourself
- Be The Best You

If these sound a lot like you, we'd be delighted to hear from you.

Your Roles & Responsibilities

In your role as a web designer, you'll be expected to produce homepage, service page and area page designs that consider user experience, search engine optimisation and customer brand guidelines. Staying up to date with industry trends and best practices is absolutely vital in order to deliver quality and bespoke websites to customers. You'll be expected to work to deadlines and to liaise with members of the team, customers and your line manager to ensure all websites are produced in a cost-effective manner. You will be responsible for producing and updating designs in relation to feedback from the sales team and customers.

In addition to your primary roles and responsibilities, it's essential you have an understanding of digital marketing best practices to ensure the digital team can deliver exceptional SEO and PPC campaigns. Ideally, you'll also have experience in logo design and creation, animation and graphic creation and editing. Other elements that the role is likely to include are internal print designs, email designs and branding documentation.

Skills

To be successful in the role, you'll need to have a strong understanding, and previous experience, in using Sketch App, Adobe Illustrator, Adobe InDesign and Adobe Photoshop to create homepages, service pages and area pages. You must have an understanding of various image formats and should have experience working in a fast-paced working environment. Although not essential to the role, a basic understanding of HTML and CSS, experience using Figma and experience using Affinity Photo is preferred. Familiarity with SEO and PPC best practices is vital.

Benefits

Salary: £22,000 - £29,000

Holiday: 20 days plus bank holidays

(1 additional day per year of service up to 25 days)

Additional Holiday: 1 half-day per month and your birthday

Training & Development: £200 pre-committed training budget and the opportunity to gain industry-recognised qualifications and attend industry events.

Team: Happiness budget for team events and activities.