

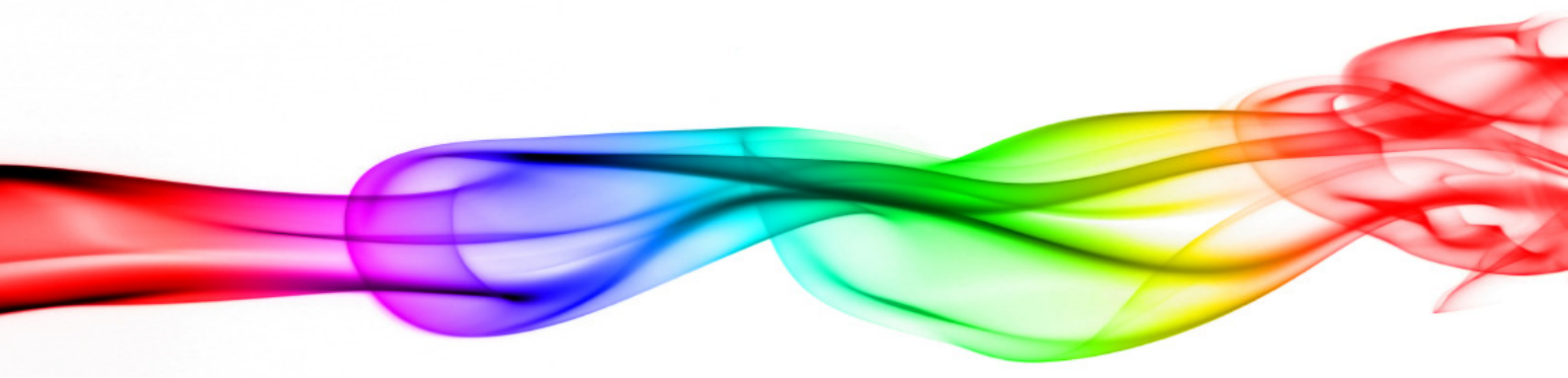
## WEB DESIGNER

### JOB SPECIFICATION

#### Key responsibilities:

As an independent designer operating on a freelance basis you will design, construct, and provide ongoing management of websites for Affiniti's clients and also Affiniti's in-house lead generation websites:

- Liaise with clients (internal & external):
  - to manage expectations and to develop a good understanding of clients requirements.
  - to develop specific sections and features within each website.
  - deliver progress reports and manage projects within efficient time scales and budgets.
- Create, design and construct websites:
  - write the page code.
  - work with SEO & PPC Consultants to ensure website satisfy and comply with search marketing requirements.
  - manage internal and external resources.
  - create, maintain and manage all design elements and promotional campaigns.
  - create and maintain design, content and copy for the website portfolio, ensuring that all expectations meet high standards.
  - source imagery, content, multi-media and online resources as required.
  - create and design cutting edge visual graphics using flash animation, mind blowing imagery, online video and other innovative design features to increase end user conversions.
  - optimise digital imagery for the web.
  - site and functionality testing in different browsers and resolve any coding issues that may occur.
  - Work effectively with back-end technology web developers as required.
- Manage amendments to websites and ensure that delivery of this is carried out within deadlines and to a high standard.
- Research and follow new and developing trends & technologies within web and online design.



**Candidate Profile and Key Attributes:**

- Work and manage page code, including HTML, XHTML, CSS, PHP, JavaScript, Actionscript, Flash and Ajax using code generating programmes such as Dreamweaver.
- Advanced skill with Photoshop, Illustrator etc.
- Have an outstanding portfolio of online graphic design that demonstrates strong web design skills.
- Knowledge of user experience design.
- Knowledge of design for the mobile environment (*would be an advantage*).
  
- Creative flair allied to a practical approach.
- Passion for quality and highest levels of service.
- Positive, energetic team player and good communicator.
- Flexible, with a positive “can-do” attitude.

**Location:**

While the Designer role is primarily freelance/ home-based, it will be necessary to meet occasionally with other Affiniti staff (based in Reigate, Surrey).

**To Apply:**

Visit [www.affinitimedia.co.uk/jobs/web-designers.php](http://www.affinitimedia.co.uk/jobs/web-designers.php) and complete the brief enquiry form.

**Strictly No Agencies**

[Web Designer Jobs Reigate Surrey](#)

Additional Keywords: Digital Web Designer, Graphic and Web Designer, Photoshop, Illustrator, Front End Developer, HTML, Flash, Creative, CSS, JavaScript, Dreamweaver, Graphic Designer, Website Designer, Web/Graphic Designer, Front End Web Developer.

