



Student Loans Company

Job Description

Job Title: UI Designer (Marketing)

Details

Responsible To: Senior Design & Development Analyst

Management Authority: none

Budgetary Authority: none

Purpose of the Role

The Marketing UI designer provides web development and UI support to the Marketing Teams, assisting them with the ongoing management of internal and external facing websites (using responsive design techniques) and building a suite of tools and apps to deliver key messages and campaigns to a wide ranging audience.

A key aspect of this role is in the transitioning of offline guidance materials, repurposing them for use on online platforms, mobile devices, and as online learning modules.

Detailed Portfolio Accountabilities & Objectives:

- To work with the marketing and project delivery teams to develop solutions meeting their needs on the relevant platforms
- To develop page templates, apps, components and interactive tools for use on websites, social media platforms, handheld devices and partner sites where required
- Keep up to date with all emerging technologies and design techniques, such as web & accessibility standards as well as providing usability consultancy
- To work with ICT Digital colleagues to ensure consistency and best practise across all platforms
- Analysis of problems and developing solutions
- To perform and attend walkthroughs and quality reviews of own and other's work
- To prepare documents for internal and external use to agreed standards



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Key Outputs:

Demonstrating a balance of aesthetic design and technical skills, the successful candidate will work on customer and partner facing platforms & environments, and be familiar with modern web standards, accessibility practices & browser behaviour. Most importantly they will be required to advocate on behalf of the online customer and actively challenge solutions which do not offer an accessible or usable customer experience.

Skills, Knowledge and Experience:**Essential**

- A higher education qualification in Graphic Arts, Web Design or solid and relevant experience within a Design Environment
- Excellent presentation and communications skills

Desirable

- Experience of web design & development for Umbraco CMS
- Experience of web design & development for Oracle Portal and Java
- A proven track record in website design & development (URLs and / or portfolio examples please)
- Demonstrable experience in design for handheld devices