

XUPES

Digital Designer

Full Time – 40 hours per week, Monday to Friday

Holiday – 22 days per annum plus Bank Holidays

Salary – Range - £25,000 - £30,000

MORE THAN JUST A JOB

Xupes is entering an exciting growth phase utilizing technology and data to redefine and transform the luxury watch market. We are looking for ambitious, passionate people who think big and have an interest in fine watches and the circular economy. Our evolving strategy is focused on standing out in our market offering the highest levels of service & integrity through a platform on which you can collect, trade, collaborate and share affection for the products we are lucky to handle.

We also operate Xupes Services, the UK's largest independent accredited Service centre. This unique part of our company means every watch we handle is serviced to manufacturer standards with an industry leading warranty, also offering us a tool in which we can educate and enrich our community of collectors and watch lovers.

Recent investment from MPN Marketplace Networks GMBH (The Parent company of Chrono24) has meant that Xupes is now well poised to take advantage of a number of exciting opportunities and developments in the years ahead.

WHAT WE ARE LOOKING FOR

Are you passionate about being creative? Do you have an interest in luxury watches and / or pre-owned luxury goods?

If this is you then we have the perfect job role as at Xupes, we require a Digital Designer to join our Marketing & Brand team.

The role will be pivotal to help develop the brand. You will work closely with the CEO and Head of Marketing & Brand to deliver a new brand essence across all marketing activity and our new website launching in April 2022.

The successful candidate will be required to work on all copy across the following areas of the watch business

- Create digital assets (static, video, and HTML) for a range of platforms (social, display advertising, eCommerce, websites, mobile apps, etc.)
- Create website assets from hero design to web animations for Xupes.com and support production and marketing in uploading of content
- Create email designs for CRM programmes and coordinate the creation of email templates in HTML.
- Work with Head of Marketing and rest of production team to develop campaign concepts and produce moodboards and visual mock-ups for campaigns
- Presentation of all campaign assets ahead of launch for sign off

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- Research industry trends to present ideas and concepts for timely digital innovation.
- Participate in design discussions and give feedback during planning and strategy meetings.
- Create visual assets for key print content, including packaging, catalogues, look books, in-store POS, window vinyls and other printed materials
- Ensure brand guidelines are adhered to in all commercial work, including work completed by third parties to ensure full cross-brand cohesive visual messaging
- Retouching of campaign imagery and product shots when needed
- Monitor and analyse how artworks are increasing customer engagement and sales across all e-commerce channels

The digital designer will assist the Head of Marketing in brand guardianship. The role will work closely with or in-house photographers and production team to develop seasonal and topical campaigns, design engaging assets and content, all in line with the Xupes brand essence that excites and informs our customer base and ultimately drives sales. Our aim is to stand out by creating a loyal community of watch lovers and collectors and being visually strong will be key to that.

Key Skills & Requirements

- Previous graphic and digital design experience
- Strong proficiency in Adobe CC, InDesign, Photoshop, Illustrator
- Advanced knowledge of Windows Word, PowerPoint & Excel
- Excellent visual eye for detail across typography, colour, design and layout
- Excellent communication
- Good time management, prioritising and organisational skills
- Ability to work to deadlines and be flexible with changing business needs
- Focus on continuous improvement – looking for ways to make things better
- Ability to create content with different needs and across various mediums
- Able to work to a brief
- Able to manage own workload and be a self-starter
- Experience of working with Adobe Commerce ideal but not essential
- Knowledge of the watch / pre-owned industry preferred but not essential

The role will be a mix of in office at our Bishop Stortford HQ (3 days minimum) and home working dependent on business needs.

Benefits

- Eligibility to our employee purchase scheme
- Annual performance-driven bonuses
- Support for further learning and career development
- 22 days annual leave, in addition to public holidays
- Local business discounts
- Regular social events
- Eligibility to our Pension scheme
- Free parking
- Recruitment referral scheme