

<b>Job title</b>	Principal, Web, Digital & Design
<b>Reports to</b>	Principal, Head of Content

## About UK Finance

UK Finance is a trade association representing nearly 300 of the leading firms providing finance, banking, markets and payments-related services in or from the UK. UK Finance has been created by combining most of the activities of the Asset Based Finance Association, the British Bankers' Association, the Council of Mortgage Lenders, Financial Fraud Action UK, Payments UK and the UK Cards Association.

Our members are large and small, national and regional, domestic and international, corporate and mutual, retail and wholesale, physical and virtual, banks and non-banks. Our members' customers are individuals, corporates, charities, clubs, associations and government bodies, based in the UK and overseas, served domestically and cross-border. These customers access a wide range of financial and advisory products and services, essential to their day-to-day activities, from our members. The interests of our members' customers are at the heart of our work.

UK Finance is the UK representative on a number of international trade associations including the European Banking Federation, the European Cards Payments Association, the European Payments Council and the International Banking Federation.

## Job purpose

- We are looking for an experienced and digitally-savvy design professional to be hands on in all aspects of the digital product - from defining outcomes, prioritisation and visual identity, to identifying and closing points of failure, user testing, creating assets such as content and collecting and analysing data to enable performance monitoring and informed decision making.
- You will provide product knowledge and insight for colleagues across our business, and support the vision, strategy and roadmap for digital and marketing products, while developing insights and continually improving UK Finance's digital presence.

## Duties and responsibilities

- Create, develop, maintain and enhance UK Finance's corporate online presence. Have a strategic overview of UK Finance's online services and develop websites for the future in accordance with demand, emerging trends and patterns of use.
- Ensure all UK Finance websites are easy to use and accessible to all online user groups. Make sure layout, formats and style of websites are appropriate to the target audience, and systems are in place to organise and categorise the website's underlying information. Work with the Head of Content and the content team to develop and deliver a clear content strategy for UK Finance's online presence.
- Take a proactive approach to develop the UK Finance brand and presence online, setting a clear digital strategy for UK Finance and associated brands or campaign brands - making recommendations on how to refine and develop if/when needed.
- By developing UK Finance's website and supporting sites, improve ease of access and use for all audiences - both internal and external. Develop and maintain all UK

Finance websites to deliver key messages to members, key external audiences and staff.

- Put processes in place to monitor website use and make recommendations to help drive traffic to UK Finance websites.
- Manage the design process and produce online/hardcopy publications, outputs, marketing collateral (in collaboration with our marketing team) and consumer-facing literature as required - ensuring all outputs are in keeping with brand guidelines. Ensure opportunities for utilising in-house design capabilities are fully exploited.
- Develop briefs and manage external agencies where appropriate, ensuring projects are delivered within agreed budget and timescales.
- Produce output in line with UK Finance brand guidelines; ensuring work is developed to a very high standard and to the correct specification, within agreed budget and timescales. Act as a brand ambassador working with colleagues in External Affairs to ensure all publications and collateral produced across the association are compliant with the brand guidelines.
- Manage the delivery of creative, design and brand management services to all functions of UK Finance. Working with commercial, policy teams, External Affairs and membership to ensure consistent branding and the development of effective creative and design.
- Assist in analytic reporting of all online and social media activity for internal and external use.
- Liaise with colleagues and external agencies as required regarding hosting/future development and issue management.
- Assist in the production of electronic member/user/stakeholder communication and ensure list management is upheld.

### **Skills and experience**

- Strong drive and passion for digital and technology with considerable experience of working in a digital environment.
- Excellent written and verbal communication skills and the ability to adapt your message for the audience.
- Experience of working in a fast-paced environment and a have a track record of successfully delivering change.
- Experience of design and creative work. You will be responsible for managing and executing the delivery of creative, design and brand management services to all functions of UK Finance. Working with commercial, policy teams, External Affairs and membership to ensure consistent branding and the development of effective creative and design.
- Significant experience in web management, digital strategy, marketing and content development.
- Significant experience working within a digital or marketing environment.
- Experience using Drupal and Wordpress to update website content.
- Experience of email marketing and automation would also be an advantage.
- Use of web analytics tools.
- Ability to work on multiple projects from original concept through to completion, within brand guidelines and using existing templates.

- Advanced skill in Indesign, Illustrator, photoshop.
- Excellent concept and design skills.
- Good knowledge of print production.
- Good knowledge of Adobe design packages including InDesign.
- Good knowledge of Microsoft packages such as Publisher, powerpoint, word.
- Experience in using web content management systems (CMS) and email marketing software (EMS).
- Experience of website development using content management systems and preferably HTML.
- Excellent project management skills.
- Excellent attention to detail and written English.

### **Direct reports**

Two Digital & Design Managers

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