WorkCast
#BeAGameChanger

Digital Designer
Rainton Bridge, Sunderland, UK

Who we are

WorkCast is a highly customisable, end to end technology which can be used to aid the delivery of Online Presentations & Events, from webinars and webcasting to virtual and physical events. The platform can be self-managed, or we can remotely support online events.

As well as a content delivery mechanism, the WorkCast platform is also a great event management tool, with end-to-end functions to help successfully deliver events on message and on brand. This is underpinned by detailed analytics tools to help convert audience members into customers.

It is a user friendly system designed to take the stress out of setting up, running and executing an online event. We offer outstanding support for both attendees and event managers, to ensure the focus is on content rather than the technical setup.

We believe we have developed the best online presentation & events platform on the market. This is underpinned by our exceptional team of developers, designers, strategists, and event coordinators who work behind the scenes to ensure successful online events.

As users of other Online Event platforms in the past we identified a need for a system that offered greater functionality than those currently on offer. As such WorkCast was developed out of a passion for communication. Our aim was to develop a platform that would convince businesses to make Online Events central to their communication strategy, whether that be marketing, internal communications or new business sales.

WorkCast continues to go from strength to strength. Now a multinational organisation, we are trusted by an increasing number of corporate and enterprise organisations who have left behind the poor functionality of competing platforms for the superior online event experience of the WorkCast Platform.

About the role

Job title:
Digital Designer

Reporting to:
Head of Product Experience

Contract:
Permanent

The person

We're looking for someone who is just as passionate as we are about all things digital! You'll be a digital designer with creative flair and fresh ideas, who has very strong HTML/HTML5, CSS and design skills.

We'll offer in-house training on our Software Platform, which you'll use to create fully branded event experiences (registration forms, online event auditoriums, emails). The ability to learn and apply your design skills to a range of online platforms based upon market trends is essential.

Tools you'll use

- The WorkCast Platform (training will be given)
- HubSpot CRM
- Adobe Creative Cloud (including Photoshop, Illustrator, InDesign)

Your strengths

- HTML/HTML5, Responsive web design, CSS, Media Queries
- Creative flair – to make fresh new ideas come to life!
- Skilled at working under pressure, keeping a clear head to achieve results
- Highly driven with a passion for design
- Ability to work well and manage relationships across teams

Desirable

- CRM Marketing Experience – (email campaign, creating workflows, template creation)
- Working knowledge of template creation in HubSpot/Marketo

Job role

- Creating highly engaging online event experiences
- Developing/branding email workflows for existing/new clients
- Producing a range of online & offline marketing material

What we offer

To attract exceptional people we offer an excellent package. You can look forward to a competitive salary, staff incentives, pension scheme, life assurance and 25 days holiday (plus bank holidays).

To apply

Please send your CV that **must contain** examples of your web/graphic design work in an online/digital format to lee.farthing@workcast.com