



## **Creative Design & Product Specialist** Sunderland or Edinburgh office **#BeAGameChanger**

### **Overview**

WorkCast are a rapidly growing technology company based in the North East UK and Seattle USA. We create a world leading webinar and virtual event platform used by major organisations including Sony, Elsevier, Wiley, Nature Magazine, Barclays and Standard life. Our outstanding product and amazing team make webinars and online events a far richer and more accessible experience for attendees and remove the barriers for Marketers to run and benefit from webinars.

### **Package - Highly competitive salary + Benefits**

WorkCast offer an amazing package with many benefits. We provide a fun environment with many company social activities, excellent pension scheme, life assurance and excellent holidays. We provide free snacks, drinks, fruit and breakfast. You get free access to Perkbox with a huge amount of savings available.

Finally, after 12 months you become eligible for our approved stock options scheme. This means you can share in the success of WorkCast in the long term.

### **The Person**

We're looking for someone who is just as passionate as we are about all things digital! You'll be an exceptionally talented designer looking for a fresh challenge, adding creativity throughout the business. You will be working closely with the Product and Marketing teams on a wide range of exciting projects.

We'll offer in-house training on our Software Platform, which you'll use to create the next level of fully branded and highly engaging event experiences (landing pages, event auditoriums). As well as using the WorkCast Platform you will be creating event experiences in marketing automation platforms such as HubSpot and Marketo. The ability to learn and apply your design skills to a range of online platforms based upon market trends and business needs is essential. Great communication skills are essential to support our international marketing teams with design support and recommendations.

## Requirements

- Creative with the ability to conceive and develop ideas
- Highly skilled at HTML/HTML5, CSS and responsive web design and build
- Skilled at working under pressure, keeping a clear head to achieve results
- Exceptional organisational and administrative ability
- Social media advocate
- Intuitive problem solving and analytical ability
- Self motivated and can be trusted to manage their own workload and time
- Driven with a determined work ethic
- Excellent communication skills, with the ability and confidence to work directly with Senior Executives
- Accurate with a focused attention to detail
- Approachable, enthusiastic with a composed confidence
- Flexible and adaptable in line with the needs of the Business

## Desirable:

- Video editing and creation (Adobe After Effects CC/Premier)
- Product marketing experience
- Advanced JavaScript experience
- CRM Marketing Experience – (creating email campaigns and workflows)
- HubSpot - working knowledge of design manager/template creation
- Marketo - template and campaign creation

## Tools you'll use

- The WorkCast Online Event Platform (training provided)
- HubSpot CRM
- Adobe Creative Cloud Suite (Photoshop CC, Illustrator CC)
- HTML/CSS editors

## Job role

- Taking online event experiences to the next level by creating highly engaging event templates across multiple platforms
- Working with the product team on Platform UX enhancements and development
- Working with our Edinburgh based marketing team on a range of exciting projects (one to two day trips a month to the Edinburgh office may be required if North East office based)
- Support with and creation of online marketing materials/graphics
- Developing and branding email payment workflows for existing/new clients
- Enhancing and developing the companies online websites (public, client learning portal)

## 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](mailto:lee.farthing@workcast.com)