



## **Job Description**

### **Job title:**

**Designer, Consumer Media**

### **Job purpose:**

Under the direction of the Head of Design, Consumer, the Designer will help implement design strategy and direction across the Consumer brands. They will also deliver outstanding creatives on all the small and large scale online projects they work on. An integral part of the editorial team, they will have an excellent understanding of their brands, using this knowledge to drive new and innovative brand designs.

### **Reporting line:**

Head of Design, Consumer Media

### **Direct reports:**

None

### **Working relationships:**

Design Team  
Product Development Manager  
Consumer Site Editors/Teams  
Marketing  
Operations

### **Main task and responsibilities:**

Reporting to the Head of Design, Consumer Media, the Designer will work alongside the Design, Product Development and Editorial Teams on all areas of the sites on both small scale and large scale online projects. Specific design tasks will include lead graphics, microsite designs and page layouts.

The Designer – in conjunction with the Head of Design -will generate high quality design ideas and solutions that fit business requirements. They will need to research products and competitors to ensure their work is up-to-date and functionally excellent. They will also need to develop these ideas with input from other departments and see them through to completion.

The Designer will work closely with the other members of the Design Team to help create an energetic, creative, and attractive working culture that generates excellent design work. The Designer will bring enthusiasm and passion to design and the brands that design serves.

In addition, the Designer will need to consider new ideas and concepts, and work closely with the Product Development Team to ensure new ideas and

developments in the brands reflect the creativity and business goals of CNET Networks UK.

The editorial teams live and breathe their brand and the areas associated with their brand. As an integrated member of the editorial team, your understanding of the brands you work on will be second to none. You will be responsible for working with editorial team members to produce graphics to promote and illustrate their work. These will include lead graphics such as carousel images and paintbox headers, which must conform to the style guidelines for the brand, catch the user's eye and encourage users to click. You will also produce original and innovative graphics to illustrate features and, where required, give them a distinctive visual identity. This may involve everything from resizing and enhancing photographs to creating one-off illustrations to explain new concepts. You will also be required to design logos, buttons and other page elements to enhance the look of multipage features and tie all the elements together.

Part of your role will be to support the design manager in the development of the brands. This will mean working on Product Development projects including new page design concepts and developing new units within these pages. You will be key to helping maintain the high standards of design within Consumer Media and pushing the brands forward.

**Essential:**

- Working knowledge of Adobe Creative Suite.
- Proven experience of the ability to create original designs for the Web
- Strong design style, including creative design solutions with the constraints of the internet
- Must be a team player, able to be flexible and deal with tight deadlines and working under pressure. Good communication skills are essential.
- Must be able to keep on top of multiple projects and able to work with clients at all levels throughout the business
- Some experience of working within a business environment

**Desirable:**

- Previous experience of working in an in-house design team

To apply for this position, please email your CV with a covering letter stating your salary expectations to [recruitment@cnet.com](mailto:recruitment@cnet.com). Please state clearly in the subject line which post you are applying for.