

MISSION FOR WEB DESIGNER

To serve our clients with innovative websites that work and to uphold [39steps'](#) purpose to do good for our community while helping our clients look *great*.

Outcomes

1. Consistently great websites that work:

- o craft intelligent sites based on sound strategy around personas and journeys
- o create client-branded digital assets for all media
- o create 'how-to' guides for clients

2. Successful collaboration with team and clients:

- o work with colleagues on a creative brief - challenge it and provide ideas
- o communicate ideas to the team and to a client in lay terms (no jargon!)
- o review and revise ideas where necessary until the best outcome is achieved
- o support colleagues with their projects too - from content input to hosting set-ups

3. Continuous learning of new skills:

- o keep up-to-date with emerging trends and best practice
- o bring new ideas and design-thinking into projects
- o learn new software and share knowledge

4. Support the business' profitability:

- o balance creativity while being commercial savvy
- o regularly look at the most efficient ways to deliver excellence



Why work with 39steps?

We're an [Edinburgh-based creative agency](#) on a mission: to help great businesses thrive, while doing good stuff in our community. Our values are to be sparky, curious and engaging in everything we do, and responsible and clear at all times.

Our purpose is to make a positive impact

On ours, and our clients' bottom line

Through excellent work

Created by an engaged, talented and curious team,

In a sparky and friendly environment,

That enables us to help our community the best way we can.

If you align with this purpose, we'd love to hear from you. If not, then no need to read any further!

Since launching in 2003, we've delivered hundreds of branding, web and campaign projects for lots of clients, from all over the UK. We continue to be passionate about great design and delivering ROI for our clients. We've won a Star Award for in the Brand Development in the coveted 2020 Marketing Society awards, with work for one of the loveliest clients we've had the pleasure of partnering with, and were shortlisted for the Chairman's Award the same year.

It's important to us to support a cause that's close to each team member's heart. Why? Because we believe that all businesses have the capacity to do good while making a profit. As an example, 39steps is an avid supporter of locally-based Kids Love Clothes - a tiny, entirely volunteer-led charity that provides clothes to thousands of local children in Edinburgh and the Lothians, every year.

We're a core team of 5, with a marketing, brand, web and graphic design skill set. We work with key associates on related services, such as planning, photography, copywriting, research and video. 39steps is a HubSpot partner too, so we're handling inbound marketing campaigns for several clients.

We've a fantastic workshop space for clients and team collaborations in Morningside, Edinburgh. Team members are welcome to pop in to work there whenever they like. Post-Covid, we'll meet regularly there as a team, as nothing beats a good old chinwag in person now and again.

Team member mental and physical well-being is super important to us and we want all our team members to have the flexibility to build a good life around being as productive as possible. We're now using remote working as the norm, combined with get-togethers in our Morningside studio. We've daily check-ins to talk through what's happening, with everyone given a voice. Our approach is pragmatic and non-hierarchical - everyone's opinion is valuable.

Our client base is pretty varied, covering private and charity sectors including organisations working in property, construction, funeral, utilities, finance, consultancy, recruitment and tourism. As our client's external marketing team, we get involved in all manner of marketing, brand and web projects, and get a real kick out of seeing a client's business flourish with our help.

Straightforward is what we like and one of the many reasons our clients like working with us. No marketing flim-flam here!



About you:

So, these are the essentials for what we're looking for. You...

Attributes

- o are a problem-solver and a self-starter
- o are warm yet assertive
- o LOVE all things design and have a keen interest in digital and tech
- o are conscientious and an avid learner
- o want to make a big impact by collaborating in a small team
- o are very organised and revel in detail
- o are patient

Mindset

- o possess a can-do attitude
- o have a growth mindset: open and positive to new things
- o share knew-found knowledge gladly

Experience

- o have 3+ years work experience in a studio / agency environment

Essential skills

- o are an excellent communicator - both internally and externally
- o possess a real creative eye proven by past work
- o can create user journeys that translate into solid wireframes and prototypes
- o know all things Wordpress and comfy with Woocommerce and booking systems
- o can customise plugins if needed
- o are comfy using Adobe CC Indesign / Illustrator / Photoshop / Acrobat / XD
- o ...and MySQL / PHPMyAdmin
- o can audit existing sites and make prudent recommendations on design and dev
- o have experience with migration

Nice-to-haves

- o print experience
- _____o prior knowledge of HubSpot and its capabilities
- o SEO and Google Analytics experience
- o have experience with servers (ideally Digital Ocean and WHM Cpanel)

The important job bits

- o full-time, permanent position
- o work from anywhere, while being able to meet in person at least once a quarter
- o salary £25k - £28k pa
- o 28 days holiday a year ...and your birthday off (happy birthday!)
- o take advantage of the Cycle to Work (even if for now it's your shed!) and Childcare voucher schemes
- o company pension after 3 month probationary period
- o training to support ongoing personal and professional development

Finding great people is massively important to us, and that's why we've created a proven 7-step recruitment process. **This is Stage 1.**

So, if you like the cut of our jib, then please email a note to hello@39steps.co.uk saying why you're interested in joining our Team39, your CV and links to sites of which you're most proud by **Noon on Friday, 9 April 2021.**

