

Digital Designer

Branch:	Bristol, UK;
Work location:	Office/Hybrid
Reports to:	Head of Digital

Our Values

In everything we do at Inside Travel Group, we strive to deliver a Quality and Friendly service with Integrity, Determination and Passion using our collective Knowledge. This is at the heart of the organisation, and the company looks for every individual to demonstrate this daily. Each member of the team is expected to exemplify the company values through their work and professional conduct. We expect everyone to set an example to those around them and to be conscious that they are representing the company when working with customers and partner organisations.

Our Culture

You'll be part of a fun, friendly team of employees, all of whom share a passion for our destinations, a belief in our brands and a strong collective sense of values and purpose. Our work culture is supportive, creative and dedicated, and it's at its best when we all try to lead by example; the more you put in, the more you and the team get out, and it'll be important that you play your part.

Job Purpose

This brand-new role is to help redefine and implement our brands across our digital ecosystem including websites, newsletters, social media. You will be reimagining and designing our websites to become user focused engaging experiences that educate, inspire and convert. Alongside this you will work with our Digital Marketing and Content teams to create exciting campaign brands and designs to be rolled out across emails, social media and advertising while also reflecting the brand identity and vision of the company.

The Role

We're a global, purpose-driven, B Corp travel business whose product is powered by passionate people – whether they are experts in our destinations, guiding our clients or accommodation owners. We have always had an opinion and set ourselves apart by avoiding travel cliches, but we need an expert to take our experience and potential and turn it into an amazing feeling experience.

We are looking for a creative and talented digital designer to join our team and help us create engaging and user-friendly digital products and services. You will be responsible for designing and developing web pages, mobile apps, graphics, animations, videos, and other digital media that meet the needs and expectations of our stakeholders and customers.

Under your guidance, every touchpoint will be brilliant for the customer, whether it's a showpiece or a humble email.

Who you will be working with

You will be working with the Head of Digital and Global Head of Marketing as well as working closely with our project manager, developers, content team, and wider marketing team to ensure the quality and consistency of our digital deliverables remain high in every implementation.

You will also collaborate with our colleagues in other functions to understand their requirements, feedback, and preferences.

Level of budgetary responsibility

Whilst you won't hold direct budget responsibility you will have an opinion on the freelancers we use to ensure they are able to deliver work in line with your design work.

What you will be doing

- In each branch understand the customer, the customer journey and the priorities and use these to develop beautiful, engaging experiences for each market.
- Creating and maintaining design guidelines, standards, and best practices for our digital projects.
- Producing wireframes, mock-ups, prototypes, and final designs for web and mobile platforms.
- Implementing responsive and adaptive design principles to ensure optimal user experience across different devices and browsers.
- Applying user interface design, user experience design, and visual design principles to create engaging and intuitive digital solutions.
- Testing and evaluating the usability, accessibility, and performance of our digital products and services.
- Incorporating feedback and suggestions from clients, users, and team members to improve our design outcomes.
- Keeping up to date with the latest trends, technologies, and tools in the digital design field.
- Create a consistent look & feel across our websites, blogs, email, social media and additional touchpoints.
- Support colleagues to ensure all content is on-brand, consistent in terms of style, quality and tone.

Outputs & Deliverables

- High-quality and original digital design assets, such as graphics, icons, logos, banners, animations, videos, etc.
- Well-structured and documented design files, such as PSD, AI, SVG, etc.
- Interactive and functional design prototypes, such as HTML, CSS, JS, etc.
- Clear and concise design specifications, such as style guides, user flows, wireframes, etc.

What you will need

- A passion for travel (ideally with time spent in some of our destinations).
- A degree, diploma or extensive experience in graphic design, digital design, web design, or a related field.
- A strong portfolio of digital design work that demonstrates your skills and creativity.
- Proficiency in using design software and tools, such as Adobe Photoshop, Illustrator, XD, Sketch, Figma, etc.
- Knowledge of web development languages and frameworks, such as HTML, CSS, JS, Bootstrap, etc.
- Experience in designing for web and mobile platforms, using responsive and adaptive design techniques.
- Ability to work independently and collaboratively, with excellent communication and interpersonal skills.
- Attention to detail, accuracy, and quality, with a keen eye for aesthetics and usability.
- Passion for learning and exploring new ideas and possibilities in the digital design field.
- Ideas, ideas, ideas – a desire to do things differently.
- The ability to prioritise and keep yourself and others focused on your plan amongst competing demands.

What we are looking for from you

We are looking for an experienced digital designer who has a positive and proactive attitude, user-oriented mindset, a creative and innovative approach, a collaborative and cooperative spirit, and a flexible and

adaptable style. You have proven experience in delivering successful digital designs and creating engaging digital experiences. You love working with others and building networks, and you have empathy for the people you work with and for.

You are a lifelong learner who is driven by results and always does what's right. You embrace challenges as opportunities, stay calm under pressure, and handle complexity with ease. You take ownership of your work, seek feedback, and measure your impact. You are not afraid to experiment and test new ideas, but you also know how to balance quality and speed.

You have a flair for original and engaging design solutions, and you can communicate your ideas, creativity, and analysis effectively.

Beneficial skills and experience

- Experience in working with agile project management methodologies, such as Scrum, Kanban, etc.
- Experience in using prototyping and testing tools, such as InVision, Balsamiq, Marvel, etc.
- Experience in using animation and video editing tools, such as Adobe After Effects, Premiere, etc.
- Experience in using data and analytics tools, such as Google Analytics, Hotjar, etc.
- Experience in working in a multi-disciplinary teams.

Pay and Conditions

Candidates will need to have the unrestricted right to work permanently in the relevant branch country. For this position, we are unfortunately unable to sponsor visas. It is expected that the majority of your initial induction and onboarding will take place in the office. We are happy to consider applications for hybrid, or remote working in line with our flexible working policy, subject to demonstrating task competency.

UK

Base Salary	From £35,146 (L18) per year
Hours	37.5 hours per week
Holiday	25 days annual leave, rising by one day each year to a maximum of 28 days, plus statutory holidays, plus an extra day's leave for your birthday
Health	Employee Assistance Program; Enhanced parental leave
Pension	3% employer pension contribution
Bonus	Annual discretionary bonus related to company and individual performance of up to 125% of monthly salary
Benefits	<ul style="list-style-type: none"> • Hybrid working • Volunteering leave • Regular staff socials • Discounted travel for staff, family and friends • Discounts via Perkbox • Employee Assistance Programme • Designated learning and development time

About Inside Travel Group

Inside Travel Group Ltd is a growing travel company whose head office is in Bristol, with other sales branches located in Broomfield, Colorado and Brisbane, Australia, and an operations branch based in Nagoya, Japan. The company consists of specialist travel brands, InsideJapan Tours which was established in 2000, and InsideAsia Tours, established in 2012 and specialising in travel to South-East Asia. The multi-award-winning company offers unique group tours, tailored travel, and cultural experiences that few get the chance to discover. Our team have had years of experience living, working and travelling in destination countries, and we offer unrivalled advice and support, whatever the customer budget or personal interests. Our holidays grant people the chance to experience both the popular and little-known aspects of local culture, giving customers an insight into the diverse character of the country they are visiting.

