

URBAN : LIST

GRAPHIC DESIGNER: SYDNEY

Urban List is the home of urban culture: 23 channels connecting you to and through the city, from the best things to do and eat locally to the global trends blowing up across style, health, beauty, careers, entertainment and travel. Our team and the brand they've built is our competitive advantage: lovers of food, travel, gifts and urban culture, committed to challenging the status quo, backing our ideas and delivering well above our weight. It's that challenger culture that's established us as Australia's largest youth media company; on a mission to create awesome experiences for audiences, agencies and brands, empowering people to do more of what they love.

An opportunity has arisen to join our team as Graphic Designer in Sydney.

Joining an energetic team of creatives, the Graphic Designer will support the Creative, Marketing and Commercial teams to create innovative, engaging and memorable design assets ensuring brand relevance at every touchpoint. They will be responsible for translating ideas across channels and devices, work efficiently in alignment with the Urban List brand and continually grow the brand to offer new ideas through creative and design.

KEY RESPONSIBILITIES

- Interpreting briefs to create innovative, ownable visuals that communicate effectively and inspire, executing concepts across multiple channels and devices – both on and offline – including:
 - Urban List content – bringing it to life on site, in eNewsletters, and across social media
 - Client campaigns – branded content, social media assets, display advertising etc.
 - Internal documents and presentations
 - Sales / marketing support materials
- Working across UX/UI initiatives as required, supporting developers and designers to produce an elegant user experience
- Writing clear, effective creative briefs, and providing guidance and feedback to freelance creatives, including designers, photographers and videographers
- Managing and maintaining a portfolio of photography, cataloguing it for ready access and use
- Interpreting and applying brand style guidelines to all design deliverables, supporting a consistent representation of the Urban List brand at every touch point
- Presenting designs and ideas to stakeholders clearly and articulately, gathering and actioning feedback as required

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KEY REQUIREMENTS

- Min. 3 years design experience, preferably with exposure to an agency environment.
- Advanced technical skills across Adobe Creative Suite, including InDesign, Photoshop, Illustrator and Acrobat
- A proven history of successful asset creation for digital platforms
- Proficiency in HTML, CSS and JavaScript desirable
- Proficiency in CMS systems, and Campaign Monitor desirable but not essential
- Skills in video editing would be very beneficial.
- Strong visual and typographic sensibility
- Creative and innovative mindset, understanding that design isn't just about aesthetics – it's about communicating and connecting with audiences
- Experience working with geographically dispersed teams
- Ability to manage multiple projects, and competing priorities and expectations in a high energy environment
- Thirst for feedback and continuous improvement
- Passionate about leading the industry in innovation, knowledge and best practice
- Strong sense of urgency, self-management, attention to detail and desire to deliver outputs in a collaborative and flexible manner

APPLICATION PROCESS

To apply for what is probably the best job going in town, please send a cover letter and CV and access to your portfolio to Creative Director, Paul Liddle, pliddle@theurbanlist.com