



Job Description

Post/Job Title:	Digital Designer
Ref:	747
Location:	Studland House, Lansdowne Campus
Professional Service:	Marketing, Recruitment & Communications
Normal Hours Per Week:	Full time
Grade:	G5
Accountable To:	Digital Product Manager
Special Conditions:	Flexible approach and additional hours may be required

Job Purpose

This is an exciting opportunity to shape how a university looks, feels, and moves online. Not just executing briefs, but setting the creative direction.

As Digital Designer, you'll define and evolve the visual language of our website and digital experiences, with genuine freedom to push boundaries within our brand. That means bold creative choices, visual storytelling with purpose, and interaction design that goes beyond convention, raising the bar for what a university digital presence can be.

You'll work closely with a UX and insights specialist, turning user research and journey data into designs that are as thoughtful as they are striking. You'll work in Figma, prototyping ideas and preparing designs for developer handover.

If you're someone who sees design as problem-solving with creative ambition, who wants to delight real users, this role is for you.

Main Responsibilities

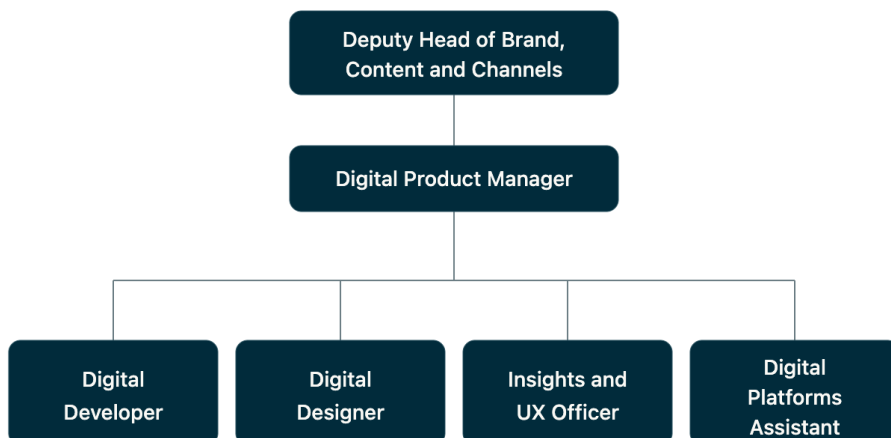
- Lead the visual and creative direction of the website, shaping its look and feel within brand guidelines to deliver high-quality, engaging, and accessible digital experiences.
- Work collaboratively with the Digital Product Manager, Digital Insights and UX, Digital Developer, and content specialists as part of a digital delivery team, supporting the organisation's move towards an Agile Scrum delivery model through iterative design, collaboration, and continuous improvement.
- Design responsive page layouts, components, and interactions that work seamlessly across devices and browsers.
- Act as a champion for design quality, accessibility, and attention to detail across the website. Proactively identify opportunities to improve the website and wider digital experience through stronger design, usability, and accessibility.

- Use Figma as the core design and prototyping tool, producing high-fidelity designs, components, and interactive prototypes and prepare design work for clear and efficient handover to developers.
- Work collaboratively with the Digital Insights and UX Officer and Campaign Managers to translate UX research, user journeys, and product requirements into effective visual designs and interactions that meet user needs and support business goals.
- Collaborate closely with developers during implementation to ensure designs are delivered accurately and perform as intended.
- Own and maintain the digital design system, ensuring consistency, scalability, and quality across the website and wider digital platforms.
- Evolve component libraries and patterns in line with user needs, accessibility standards, and technical constraints.
- Support adoption and correct use of the design system across digital teams and external partners.
- Design and adapt HTML email templates in line with brand and accessibility requirements.
- Occasional support for digital screens and internal digital environments, digital display advertising, banners, and campaign assets, supporting wider marketing activity while maintaining consistency with the website experience.
- Explore and apply AI tools and techniques to enhance design efficiency, ideation, prototyping, and content presentation where appropriate.
- Stay up to date with emerging trends and best practice in digital design, accessibility, agile delivery, and design technology, sharing insights with the wider team.
- Undertake additional tasks and responsibilities as required by the Digital Platforms Manager.

Organisation Structure

Marketing, Recruitment & Communications is responsible for the university’s strategic marketing, student recruitment, information and research, corporate and internal communications.

The Digital Designer reports to the Digital Product Manager within Marketing, Recruitment & Communications (MRC).



Contacts

Internal Staff at all levels within MRC, IT, faculties and professional services

External External marketing agencies and freelancers; prospective students..

Challenges

- Establish Figma as the core tool for digital design and prototyping, embedding efficient workflows, shared standards, and strong collaboration practices across the Digital team.
- Own, develop and maintain the digital design system, ensuring consistency, quality, and appropriate reuse of campaign creative across digital channels.
- Build a strong working relationship with a brand and marketing agency, reviewing and shaping their campaign led design outputs to ensure they translate effectively into the website and align with our digital standards, user experience goals, and technical constraints.
- Help us push creative boundaries. This website isn't about playing it safe. We're looking for someone who is excited by creative ownership, confident in setting direction, and motivated to continuously improve and elevate the user experience.

Information Governance Responsibilities

Data User

- i. Comply with the associated data protection, information security, information management and information technology regulations, policies, processes and procedures.

[Include for Chief Operation Officer Only]

SIRO

- i. Overall risk owner for all information within BU.

[Include for all Deans of Faculties or Directors/Heads of Professional Services Only]

Data Owner

- i. Ensure relevant Information Governance policies are enforced, and any issues are resolved or escalated to the University Leadership Team (ULT).
- ii. Identify and manage data protection risks for their respective data.
- iii. Determine and approve the usage / access / retention / destruction requirements.

[Include for all direct reports to Deans of Faculties or Directors/Heads of Professional Services Only]

Data Steward

- i. Inspect, manager and monitor Information Governance compliance within their area.
- ii. Identify and manage data protection risks for the data used within their team/function.
- iii. Supervise what data is stored where, in what format and its quality throughout its lifecycle through to its appropriate deletion/destruction.
- iv. Ensure access is provided where there is a clear justification and removed when it is not required.
- v. Ensure appropriate safeguards are in place to protect data (e.g. physical and technical controls, and local processes and procedures are development, implemented, followed and regularly reviewed).

Safeguarding and Regulated Activity

If the role involves engaging in regulated activity relevant to vulnerable groups including children and disabled adults, it is an [offence to apply for](#) and perform the role, if a person is barred from engaging in regulated activity. Further information is available in BU's [Safeguarding Policy](#) and Suitability Statement on the Recruitment and Employment of Ex-offenders.

Additional Information

The post holder must carry out their responsibilities with due regard to the university's Dignity, Diversity and Equality Policy Statement.

The purpose of the job description is to indicate the general level of responsibility and location of the position. The duties may vary from time to time without changing their general character or level of responsibility.

All employees have an obligation to be aware of the university's Environmental Policy, Carbon Management Plan and associated documents, and to ensure that they carry out their day-to-day activities in an environmental responsible manner.

June 2026



Person Specification

Job Title: Digital Designer	Post No:
Professional Service: Marketing, Recruitment & Communications	Date: June 2026
SELECTION CRITERIA	Essential / Desirable
Knowledge (including experience & qualifications)	
Educated to degree level or equivalent relevant industry experience	E
Proven experience as a Digital or Web Designer, with a portfolio demonstrating high-quality visual and interaction design for websites	E
Experience of translating user research, journeys, requirements, and wireframes into effective visual design solutions	E
Proficiency in Figma, including visual design, components, prototyping, and design system management	E
Demonstrable experience designing responsive digital experiences	E
Experience contributing to or owning a digital design system or component library	E
Experience designing websites intended for developer handover, with a clear understanding of build constraints and front-end implementation	E
Strong understanding of accessibility and inclusive design, with experience creating designs aligned to WCAG standards	E
Experience working within established brand guidelines, while retaining creative freedom and originality	E
Experience working within a product-led or agile delivery environment, or alongside product owners and delivery teams	D
Experience supporting or reviewing design work produced by external agencies, particularly campaign led creative	D
Experience with front-end website development, including HTML, CSS and JavaScript	
Experience designing HTML email templates, digital screens, or display advertising assets	D
Skills	
Ability to take creative direction quickly and confidently set creative direction for digital experiences	E
Strong visual design skills, with excellent attention to detail	E
Ability to translate both user needs and business goals into clear, engaging, and accessible design solutions	E
Confident communicator, able to explain and justify design decisions to a range of stakeholders	E
Comfortable giving and receiving constructive design feedback	E
Strong collaboration skills, particularly when working with developers, UX, content, and marketing colleagues	E
Effective time management skills, with the ability to prioritise work across multiple projects and deadlines	E
Attributes	
A creative mindset, excited by the opportunity to shape and evolve a digital product.	E
Confident and proactive, with a sense of ownership and pride in design quality	E
Curious and improvement-focused, with an interest in new tools, techniques, and technologies, including AI-enabled design method and prototyping	E

Adaptable and open to change, particularly in the context of evolving delivery models and ways of working	E
Collaborative team player, willing to share knowledge and contribute to a positive team culture	E