

Digital Design Specialist - DFDS

Do you want to work for an international company, in an innovative team that drives creativity & performance through design and content across different markets and routes?

DFDS can offer you a challenging, interesting, and rewarding role in a dynamic global marketing team, with a digital, data and customer driven focus. The Digital Design Specialist will work with all marketing functions, and you will have an important role in the development of our campaigns and communication.

You, as a Digital Design Specialist will be responsible for providing graphic design and creative services, as well supporting the team in creating a wide range of content for the DFDS passenger Campaign Marketing team. Creative work and development with photo, video and other digital medias will also be part of the job.

The role will be based in the DFDS Copenhagen office. Occasional travel to other DFDS offices might be required.

Role description:

- Responsible for creative design and standardized production services in various languages and across locations.
- Responsible for design and delivery of assets through channels where the company brand is represented (print & digital).
- Acting as a route brand lead, responsible for developing the route brand consistency
- Ensure all assets meet DFDS brand guidelines.
- Work with external agencies/partners: development of brand and creatives, follow up on productions.
- Super/Key user for tools and systems related to design/photo/content production.
- Contributor input/output related to our route content calendar that also supports the wider marketing function.
- Support the delivery of all marketing campaigns and activities.
- Close cooperation with the rest of the team producing engaging content.
- Support marketing team colleagues in a wide range of tasks related to the content production such as copywriting & translation tasks, events etc.
- Provide language and cultural support across passenger marketing team.

Skills we are looking for:

- Skilled graphic designer with minimum 2+ years' experience. Creative professional qualification is desirable.
- Degree or equivalent in graphic design or related field.
- Demonstrated graphic design skills across both print and digital channels.
- Technical proficiency with Adobe software; InDesign, Illustrator, Photoshop, HTML5 and video production. Knowledge of Premiere Pro, After Effects, Bannerflow is a plus.
- Confident, collaborative, flexible and outgoing with the ability to use own initiative. We work in agile teams and are looking for a person with high drive who wants to perform best for the wider team.
- Basic understanding of project management. Copywriting experience is an advantage.

Indrykningsdato

03.11.2021

Ansøgningsfrist

21.11.2021

Virksomhedsnavn

DFDS A/S

Lokation

København

Fagområde



Billede / Design / Multimedie

Angiv type af ansættelse

Fuldtid

Navn på kontaktperson

Jette Vestergaard - Head of Campaign, OFC

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+45 31206131

Søg stilling

<https://dfds.easycruit.com/vacancy/application?iso=gb>

- Versatile and able to work with tight deadlines and quick turnarounds. Having commercial awareness and focus.
- Excellent communication and organizational skills with the ability to manage own workload.
- Good English and Scandinavian languages skills. Danish as a native language is a plus due to tasks within copywriting.

How to apply:

If you find the position interesting and you fulfil the expectations, please submit your CV and application letter in English as well as the portfolio of previous design work no later than Nov 21, 2021. We will evaluate applications on an ongoing basis.

Please, note that due to GDPR we do not accept applications via e-mail or postal service.

Please contact Mette Holde Sidor (Campaign Manager, OFC) at mesid@dfds.com or Jette Vestergaard (Head of Campaign, OFC) at vejet@dfds.com for questions about the position. We look forward to receiving your application!