

WATERFRONT

BY BLISS

Job Description:	Vision Team - Designer
Reporting to:	Creative Director
Our Vision:	BE CHANGE PIONEERS FOR THE WATERFRONT EXPERIENCE
What you will care about:	Delivering creative ideas and using your design skills to take this brand to the next level. You will enjoy thinking out of the box, challenging convention and daring to think differently.
Our Mission:	CREATE EXPERIENCES THAT DELIGHT, SURPRISE AND CAN BE SHARED WITH THE WORLD
What we are looking for you to do:	You are the champion of the Waterfront & Bliss Hotel brands, responsible for telling the narrative through creative design and content. Exciting people through clever, thought provoking artwork and promotion that targets a new audience profiles and attracts them to experience the Waterfront.
Our Values:	BE BOLD BE PROUD BE STYLISH BE EXCEPTIONAL
What you can expect:	<p>You will be the guardian of the brands and take ownership of evolving their future.</p> <p>You will be an experienced graphic designer, with the ability to depict the brands clearly, in accordance with existing brand toolkits.</p> <p>You will produce all internal and external collateral, ensuring that brochures, signage and packaging are consistent in delivering a clear and engaging message.</p> <p>You will be able to design and implement static and motion graphics for the site, to bring the Waterfront to life and promote it to a wider audience, developing digital content for our websites, social media channels and external advertising</p> <p>You will work with the Creative Director to choose the most suitable materials and style for the branding and produce rough sketches or computer visuals to continuously develop the brand and its message.</p> <p>Coordinate filming and editing to deliver content on all activities across the Waterfront.</p>

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Key outcomes:

The delivery of a clear and concise brand strategy for the Waterfront.

Implementing a consistent tone of language.

Providing clear messaging across the Waterfront.

An improved speed of production to ensure deadlines are met.

Improved customer experience.

Improved brand identity, creating maximum exposure to targeted audiences.

KPI:

A reduction in overall print and stationery costs across the business.

Increased brand awareness and recognition.

Who you will work with:

You will be part of a brand new Creative Team for the Waterfront Site. Reporting to the Creative Director, you will work with fellow team members to deliver new content for the site and bring a new audience in to the venue.

What's Next:

Waterfront Southport will be a regional and national leisure destination that will become a must visit. The business will have multiple component parts not limited to those mentioned above, and aligning these component parts for the success of the whole Waterfront will be a fulfilling goal and something for you to grow with.