



JOB DESCRIPTION

JOB TITLE	Senior Brand Designer
DEPARTMENT	Marketing & Creative
REPORTING TO	Head of Marketing
LOCATION	London
ROLE TYPE	Full-time
SALARY	Competitive

COMPANY PROFILE

Orlebar Brown (Chanel group) launched in March 2007 as a more tailored approach to men's beach and swim shorts. Based on the traditional pattern of a tailored pair of trousers for men, and with their distinctive side fasteners, they are not just a swim short; they are the original and best shorts you can swim in.

Today, our collections are built into broader lifestyles imagined around Beach, Resort, Coast and Sport. We have multiple product releases, including capsules, new categories and services, over the calendar year to maintain excitement, and interest for our customers.

Since 2007, we have built the brand to achieve our stated purpose which is - to encourage, excite and inspire everyone to 'Holiday Better'. This is our purpose and why we get out of bed every morning.

The brand has rapidly gained global recognition and is sold through online, more than 30 O.B. stores, and the best retailers and hoteliers in the world. Our customer is truly international, so whether they are in St Barth's for Christmas with family, Miami for a wild Spring break, a conference in Dubai with a few days off, tacking a boat off the coast of St Tropez, volunteering to replant mangrove plantations in Puerto Rico, walking along a cliff top in Cornwall, or diving off one into a beautiful blue ocean then O.B. should be there to help you do it better.

Our business is built on relationships with those customers, and we strive to maintain our relationship with them, wherever they might be, and provide world class service, when and where they want. It is also built on finding new customers to the brand by welcoming them to join the ever-growing O.B. community.

THE POSITION

We are looking for a driven, passionate, creative thinker and designer to join the Marketing & Creative team at O.B; the successful candidate will be responsible for working on and owning a variety of projects. A keen attention to detail and producing design work to the highest possible standard will be your ultimate goal.

Your day-to-day will include conceptualising and art directing in-studio marketing campaigns (both stills and video), as well as still life shoots, designing and creating social media and brand content. This is a role that visions and creates omni-channel high impact creative, aligned to the product flow and business strategy.

KEY RESPONSIBILITIES

- Bring a new, innovative approach to digital and motion assets for use across web and digital marketing channels.
- Create mood boards and conceptualizing shoots and campaigns.
- Art Direction for in-studio shoots.
- As a core part the OB Studio team, you are also responsible for concept development, production, and supply of key looks, web imagery and digital marketing assets.
- Own design briefs and follow them from inception through to completion/production.
- Maintain design/brand consistency regardless of the project size. Developing final layouts and artwork that follows brand guidelines.
- Work on a variety of different projects spanning brand collaterals for physical stores and web to assets for campaigns, social media, OOH media etc.
- Contribute with the web and CRM teams to bring more engaging, digital-first approach to communications. Being responsible for concept development, production, and supply.
- Bring digital-first thinking to the development and evolution of OB customer magazines, finding new ways to produce interactive versions to enhance effectiveness.
- Support regional teams by adapting global creative assets for local relevance.
- Assist with picture research and illustration commissions for the business as a whole – this might be for product design, marketing and/or another.

CANDIDATE PROFILE

- A seasoned and solution focused designer who strives to hit the perfect balance between creativity and commercial thinking.
- A self-starter who is able to work autonomously but also within a team.
- Someone who is able to articulate the creative journey of each project from start to finish.
- Clearly and confidently present creative concepts to senior stakeholders.
- A strong sense of ownership and background knowledge of your project(s) and tasks.
- Able to interpret all briefs and feedback accurately.
- A creative mind that is also up to date on emerging social media and digital trends.
- Must be flexible and adaptable to a range of briefs, designing and creating for different medium.
- Strong level of experience within Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Experience working with 3D software such as Sketch Up or Cinema 4D advantageous.
- Proficient with video and motion graphic software for design and post production.
- Knowledge in Microsoft Office packages, particularly PowerPoint, Excel and Outlook.
- Graphic Design or Visual Communications related degree.
- A considered and curated portfolio showcasing your creative process and design work.
- Strong interest and experience creating lifestyle, product marketing and advertising assets for luxury brands (luxury menswear apparel an asset).
- Experience working in an internal studio or design agency, as part of a multi-disciplinary team.
- Organised, strong time-management and communication skills.
- Experience managing and mentoring a small team.

WHAT WE OFFER

- Join a diverse working environment of people who we learn from every day.
- The chance to train and develop your skills in a fun and fast working environment.
- Competitive benefits package – 33 days holiday (inclusive of 8 public holidays), great discount on our products and on products within the Chanel group, Bupa private healthcare, company pension scheme, flexible working hours and the cycle to work scheme.

It's never just a job at Orlebar Brown. It's a way of life. We live and breathe our brand values – Tailored, Vibrant and Brave. Our team defines who we are and how we get the job done.

To apply, please contact jobs@orlebarbrown.com with copy of your CV and a friendly introduction. Unfortunately, due to the number of applications, only those that are successful will be contacted.

Direct applications only. Recruitment agencies – thanks for reading, but we've got this one covered!