



**ENDANGERED  
WILDLIFE TRUST**  
Protecting forever, together.

## Digital Designer (Digital & Motion Graphics)

### Purpose of the job:

The Digital Designer (Digital & Motion Graphics) is an essential member of the Marketing & Communications Team, working under the Digital Marketing Manager to create visually captivating digital content and dynamic motion graphics that enhance EWT's brand narrative and showcase its impact to a global audience. This role focuses on producing a diverse range of visual assets that support conservation and fundraising initiatives and engage various audiences.

The Digital Designer must be versatile and capable of executing traditional, digital, and motion graphics content based on the organisation's requirements and the campaigns that are currently running or planned. Collaboration with the Graphic Designer and other team members is crucial to ensure that all visual content aligns with organisational objectives and contributes to a cohesive visual strategy across all platforms.

### Responsibilities and tasks:

- Design and produce visually compelling digital content and motion graphics that align with EWT's brand identity and messaging. This includes creating engaging visuals that not only capture attention but also effectively convey EWT's mission and conservation impact, connecting emotionally with diverse audiences to inspire action and support for wildlife, habitat and community protection.
- Collaborate with the Digital Marketing Manager to create innovative visual strategies that support fundraising campaigns and enhance EWT's digital presence. This involves brainstorming and executing visual concepts that are tailored to specific campaigns, ensuring they resonate with target donors and effectively communicate impact.
- Work closely with the Communications and Marketing teams to develop content that communicates EWT's impact and resonates with target audiences globally, particularly in the USA and UK markets. This requires an understanding of the unique messaging needs of different audiences and crafting visuals that highlight EWT's initiatives in a relatable and inspiring manner.
- Ensure all visual assets are optimised for various digital platforms, including but not limited to, social media, websites, and email marketing. This includes adapting designs to meet platform specifications and ensuring consistency in branding and messaging across all digital channels to maximize engagement.
- Execute standard digital content and traditional content as required by organisational campaigns and initiatives. This means having the versatility to produce both digital assets (like social media graphics and web banners) and traditional materials (such as brochures and print ads) to meet the varied needs of EWT's marketing efforts.
- Analyse performance metrics of digital content and motion graphics to inform future design decisions and strategies. By reviewing engagement and conversion data, the designer can identify trends and areas for improvement, allowing for more targeted and effective visual communication in future projects.
- Collaborate with conservation and fundraising teams to ensure seamless campaign implementation across all digital platforms, including social media channels and websites. This collaboration ensures that all visual elements work harmoniously with text and other multimedia components, contributing to a cohesive campaign narrative.

- Manage and maintain the EWT Content Library, ensuring all digital assets are organised and easily accessible for the team. A well-maintained library allows for efficient retrieval of assets and ensures that team members can easily access and utilize visual content when needed.
- Stay updated on design trends and best practices in digital marketing to continuously improve the quality of visual content. This ongoing learning helps to ensure that EWT's visual communications remain fresh, innovative, and effective in engaging audiences across various platforms.
- Participate in regular brainstorming sessions to generate creative concepts and ideas for digital content and campaigns. These sessions encourage collaborative creativity, fostering an environment where diverse ideas can be shared and refined into actionable content strategies.
- Assist in the development of innovative digital content formats that engage audiences and expand EWT's reach. This may include exploring new technologies and formats, such as interactive graphics or video content, to enhance audience engagement and broaden EWT's visibility.

**Minimum Qualifications, Experience, and Competencies:**

- Bachelor's degree in graphic design, Motion Graphics, or a related field.
- Minimum of 3 years of experience in digital design, motion graphics, and traditional design, with a strong portfolio demonstrating expertise.
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, After Effects) and other relevant design tools.
- Solid understanding of digital marketing principles and experience with content management systems.
- Excellent communication and collaboration skills, with the ability to work effectively in a team environment and manage multiple projects under tight deadlines.
- Strong creative problem-solving skills and a keen eye for detail.

***Please note that this is a part-time position (3 days per week)***

Applicants are requested to submit a CV and a detailed cover letter of motivation as to how and why they would be the best possible candidate for this position. Only shortlisted candidates will be contacted within 20 days of the closing date. The EWT reserves the right not to make an appointment. All applications will be treated in the strictest confidence. **Closing date 20 March 2025**

To apply please e-mail your CV and a detailed motivation letter to [Application link](#).