WARREN HOUSE HOTEL

JOB DESCRIPTION
DIGITAL GRAPHIC DESIGNER

Warren House is a Grade II listed building, offering flexible conference facilities within beautifully landscaped gardens. Situated in the exclusive Coombe Estate, Warren House provides peace and tranquillity suitable for accommodation, dining, conferences, meetings, seminars, and training. The hotel consists of 48 bedrooms, 8 conference and event rooms, two bars, and a restaurant with terrace dining.

We are seeking a creative and detail-oriented **Digital Graphic Designer** to join our hotel's marketing team. The ideal candidate will be responsible for creating visually appealing and cohesive graphic designs that elevate the hotel's brand across all platforms. You will work closely with the marketing team to produce designs for online and offline materials, including promotional content, advertisements, social media assets, and in-hotel collateral.

DUTIES AND RESPONSIBILITIES

- Create visually appealing graphics and layouts for a variety of materials, including brochures, flyers, banners, posters, advertisements, and digital content.
- Design and develop marketing materials for promotional campaigns, hotel events, special offers, and seasonal packages.
- Work on branding projects, ensuring that the hotel's identity is consistently represented in all graphic outputs (both online and offline).
- Conceptualize and execute high-quality designs for social media platforms (Facebook, Instagram, LinkedIn, Twitter, TikTok) that engage audiences and boost brand visibility.
- Design and manage hotel signage, directional boards, and event collateral, ensuring clear communication and high standards of aesthetics.
- Design email marketing templates, banners, and newsletters that align with the hotel's brand and promotions.
- Work with the marketing team to create social media graphics, including static posts, stories, infographics, and animated GIFs to engage online audiences.
- Assist with video editing and motion graphics for hotel videos, event promos, and other digital content.
- Create banner ads and promotional graphics for digital ad campaigns on platforms like Google Ads, Facebook, and Instagram.
- Design visually appealing content for the hotel's website, ensuring a user-friendly experience and consistency with the hotel's overall brand identity.
- Collaborate with web developers to ensure that designs are accurately translated into a responsive, functional website.
- Regularly update and refresh website visuals to reflect current promotions, events, and seasonal changes.
- Design web graphics and landing pages for promotional campaigns, events, and services.
- Maintain the hotel's visual brand guidelines and ensure that all content adheres to the brand's identity, tone, and design standards.
- Continuously innovate design elements to keep the hotel's branding modern, fresh, and engaging.

Warren House Hotels Ltd
T 020 8547 1777 F 020 8786 6575 info@warrenhouse.com
www.warrenhouse.com
Warren House, Warren Road, Kingston Upon Thames, KT2 7HY
Company Registration No. 05537011, VAT Registration No. 915987378

Initials   Date

- Work closely with the marketing team to brainstorm creative ideas for campaigns, events, and guest engagement strategies.
- Support the content creation team by providing graphic assets for photography, social media, and other promotional activities.
- Stay updated on the latest design trends and innovations in the hospitality industry to ensure that the hotel remains competitive and visually appealing.
- Research the hotel's target audience to design content that resonates with guest preferences and behaviours.
- Analyze competitors' branding and visual strategies to inform the hotel's design approach and stay ahead of industry trends.
- Maintain organization and version control of design files and assets for easy access and collaboration with the team.
- Design promotional materials for hotel events, conferences, weddings, and special occasions, including invitations, signage, event programs, and other collateral.
- Assist in the creative direction of event setups by designing and overseeing the visual presentation at events hosted by the hotel.
- Capture event branding opportunities, ensuring that all touchpoints reflect the hotel's identity and goals.

WHAT ARE WE LOOKING FOR

- Proven experience as a ideally within the hospitality, travel, or events industry.
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign), and other graphic design software such as Canva.
- Knowledge of video editing and motion graphics software (e.g., Premiere Pro, After Effects) is a plus.
- Strong layout, typography, and color theory skills, with a portfolio that demonstrates creativity and technical proficiency.
- Experience with web design and UI/UX principles, with the ability to create responsive layouts for digital content.
- Familiarity with social media platforms and content creation, including designing for Instagram, Facebook, and LinkedIn.
- Experience working with print materials, understanding file formats, color modes, and the print production process.
- Ability to stay updated on current design trends, hospitality branding, and the competitive landscape.
- Experience working with vendors, printers, and external agencies to ensure high-quality design execution.

PERSON SPECIFICATION

- Degree in Graphic Design, Visual Communication, or a related field.
- Prior experience working in a hotel, restaurant, or event management company is highly desirable.
- Your phone must have a minimum of iOS 12 or Android 8.0 to use the latest software applications

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QUALIFICATIONS

- Creativity, innovation, and a keen eye for design aesthetics.
- Flexibility to work outside typical hours when necessary to meet event or project deadlines.
- A positive attitude and enthusiasm for hospitality and guest engagement

This job description is not all inclusive and is intended as an outline of the responsibilities and requirements of the role. The role and duties will evolve as the development expands and other duties may be required to meet the on-going needs of the company.

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Employee Full Name

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Employee Signature

_____

Date

For employment opportunities or any enquiries, please contact us at:
hr@the-sungroup.com

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