



RECRUITMENT PACK

Thank you for your recent enquiry regarding vacancies at Guava. We have put together some introductory information about the company and the vacancy advertised; we hope you find this useful.

Details of how to apply are contained within this pack; please read these carefully before submitting your application.

We look forward to hearing from you.

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- Application Form (Word file)
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About Guava

Guava is a fresh thinking digital marketing agency with offices in the UK, Denmark and Sweden. Our team has been involved in the Internet and online marketing since 1996.

As a business focused company, rather than a design led one, we provide the services that make an internet project a success.

Utilising Guava services clients can:

- increase sales
- generate quality leads
- improve content access

We deliver the best online marketing services, faster and more efficiently than anyone else, by pushing the boundaries of what can be achieved via the internet with new technology.

A brief history

Guava has two offices in the UK in Berkshire and Cornwall.

The Cornwall office was formally known as Neutralize; a company founded by Lucy Cokes in 1999 with the objective of becoming the UK's market leader for, reliable and unbiased online marketing consultancy services. Neutralize fast became one of the industry's leading SEM agencies.

The Berkshire office, formerly known as Guava Ltd, was founded by Graeme Radford and Paul Newman in 1998. Specializing in SEM and web development Guava Ltd grew into a very successful business, working with a range of clients.

In 2007 both Neutralize and Guava were bought out to become part of a pan-European group called Notabene. In May 2008 the entire group re-branded as Guava.

In the UK Guava specialises in Search Engine Marketing and Web Development (Berkshire office only). Our aim is to reach new heights in marketing performance on behalf of our clients.

Our services

As a leading UK full service digital marketing agency, Guava help clients to reach new heights in return on investment out of Organic search engine optimisation (SEO), Pay-Per-Click (PPC) search engine advertising and web development.

By using a unique mixture of digital marketing services, Guava can help ensure you reach the maximum number of potential customers online. We integrate the chosen mix into a full 360-degree search marketing service optimising our client's online presence and increasing campaign potential.

- Organic search engine optimisation
Our full service search engine optimisation packages ensure indexability and maximum visibility within algorithmic search engines
- Pay-Per-Click management
Sophisticated planning, rules based bidding and guaranteed performance-based results, along with our leading bid gap management services assure optimum ad delivery and reduced costs
- Web development
Blending strong design and content with seamless functionality and expert support

You'll find more information on our website: www.guava.co.uk

Recruitment process

We have enclosed a number of documents relevant to the post in which you are interested:

Job Specification - this outlines the scope of the post and indicates the day to day tasks and responsibilities involved.

Person Specification – this highlights the essential skills and criteria required to fulfil the role and desirable qualities we are looking for in the successful candidate. It also details the particulars regarding the hours, package and office location.

Application Form – all candidates are asked to complete the Guava application form in full.

Candidates will be measured against the essential and desirable criteria we have identified in the 'Person Specification', so please ensure that you demonstrate how you meet these requirements in your application form under 'Suitability for the role'.

Diversity Monitoring Form – all candidates are asked to complete the Guava Diversity Monitoring form in full and return along with your application form. Guava is an Equal Opportunities employer and uses this information only for the purposes of monitoring.

Completed application forms and diversity monitoring forms should be emailed to julie.moss@guava.com

CVs – please note that submitting a CV alone will not be sufficient to be considered for this role. CVs will only be considered in conjunction with a fully completed application form.

Interviews - all applications will be reviewed after the closing date and those candidates short listed will be required to attend an interview at either our Cornwall or Hurst office. Candidates will be asked to bring to interview proof of identity (i.e. passport), work status (i.e. appropriate Visa's if required) and proof of qualifications.

Overseas applicants – please note that whilst Guava welcomes applications from overseas applicants we can not employ any person who does not hold a valid UK work visa, nor are we able to assist with your application for such a visa. All employees will be expected to commute daily to their base office.

If you believe you have the skills we are looking for then please submit your application form and diversity monitoring form to julie.moss@guava.com or call Julie Moss on **0118 932 1100** if you require further information.



Job Specification:

SENIOR DESIGNER / DESIGN MANAGER

About the Role

We are looking for a talented senior designer / design manager lead to join our dynamic and growing development team to work on an exciting range of high profile client projects, designing websites for leading household brands and blue-chip companies.

You will be involved in the design of new media projects from creative concept through to final implementation and will be working closely with the project management and development teams to ensure the smooth delivery of all projects.

Project work will be highly demanding but rewarding, providing creative functional design for complex web applications and our content managed websites for high profile clients.

What we are looking for

You will be excited by the challenge of working in a structured but fast moving environment by providing high quality website and user interface design to W3C standards that are required by many of our blue-chip clients.

A sound understanding of design for web and a keen eye for quality and attention to detail is key. You will be able to manage the team and your own time to ensure delivery of projects within defined timescales. We would expect you to have a flexible approach and be able to cope with several projects at any one time.

The ideal candidate will be a team player and manage the output of the design department, but will be able to work independently when required. To this end you should have excellent communication skills and have the ability to manage and mentor junior members of the design team.

You will be able to demonstrate your experience through the variety of work you have designed and will be expected to hit the ground running, although you should be keen to expand your knowledge and skills and be constantly looking for the next challenge.

The ideal candidate must have a track record of liaising directly with clients and the ability to present design concepts within a client presentation.

Essential Skills and Experience

You should have a minimum of 5 years web design experience with at least 2 years experience at a senior/team manager level. You must have a high level of experience using both the Adobe Suite and Flash.



Person Specification

SENIOR DESIGNER / DESIGN MANAGER

We are looking for a talented senior designer / design manager to join our dynamic and growing development team to work on an exciting range of high profile client projects, designing websites for SME's through to global organisations.

Company: Digital Marketing Agency with offices in Berkshire and Cornwall, working for clients such as Telstra International, Black & Decker, DX Network Services Confused.com and William Russell.

Salary: £28,000 - £34,000 + Benefits

Location: Hurst Grove, Sandford Lane, Hurst, Berkshire

Start Date: July/August 2009

Contract: Permanent, full time contract subject to satisfactory completion of a 3 month probationary period, after which there is a 3 month notice period.

Outline: You will be involved in the design of new media projects from creative concepts to final implementation and will work closely with the project management and development teams to ensure the smooth delivery of all projects. Projects will include creative consultation and functional design for complex web applications through to content managed websites.

Skills: You will be excited by the challenge of working in a structured but fast moving environment by providing high quality website and user interface design to W3C standards that are required by many of our clients.

A sound understanding of design for web and a keen eye for quality and attention to detail is key. You will be able to manage the creative output of the department and ensure delivery of projects within defined timescales. We would expect you to have a flexible approach and be able to cope with several projects at any one time.

You will be able to demonstrate your experience through the variety of work you have designed and will be expected to hit the ground running, although you should be keen to expand your knowledge and skills and be constantly looking for the next challenge. The ideal candidate must have a track record of liaising directly with clients and presenting design concepts.

Please provide examples of your work and reference URL's as part of your application for the role.

Education/Experience: You should have a minimum of 5 years web design experience with at least 2 years experience at a senior designer/team manager level. You must have a high level of experience using both the Adobe Suite and Flash. Education to degree level would be advantageous.

Work environment: You will be expected to be hard working, diligent, quick thinking and eager to provide high quality; you will be working with a young team of highly Internet savvy individuals who want to have fun at the same time as ensuring the success of the company.

Essential & desirable criteria: The essential skills and criteria required to fulfil the role and the desirable qualities we are looking for in the successful candidate are detailed below; please demonstrate how you meet these criteria in your application form:

Skill Area	Essential Criteria	Desirable Criteria
Education / Qualifications	Educated to Degree level or equivalent	Educated to Degree level or equivalent
Experience	<p>Minimum 5 years web design experience with at least 2 years as a senior designer/team leader</p> <p>Proven experience in delivering high quality website design aligned to industry best practise</p> <p>Must provide examples of work and URL's</p>	
Communication	Excellent verbal and written communication skills	
IT	<p>Fully conversant and expert level in Adobe Photo suite and ability to use Flash</p> <p>Full understanding of W3C best practise guidelines</p>	Expert level use of Flash
Other Skills	<p>Attention to detail</p> <p>Organised and able to coordinate working day</p> <p>Hard working and flexible</p> <p>Positive and enthusiastic</p> <p>Self motivated/managed</p> <p>Driven</p> <p>Team player</p> <p>Good management skills</p> <p>Ability to work to tight deadlines</p> <p>Excellent presentation skills</p>	<p>Up to date knowledge of industry trends, W3C standards and usability</p> <p>A keen interest in Internet development</p>
Miscellaneous	<p>Permission to work in the UK</p> <p>Own transport</p> <p>Full drivers license</p>	