



Job Description

Section 1: Description

Job Title: Graphic Designer (Full time, grade 3)

Location: Communications and Marketing

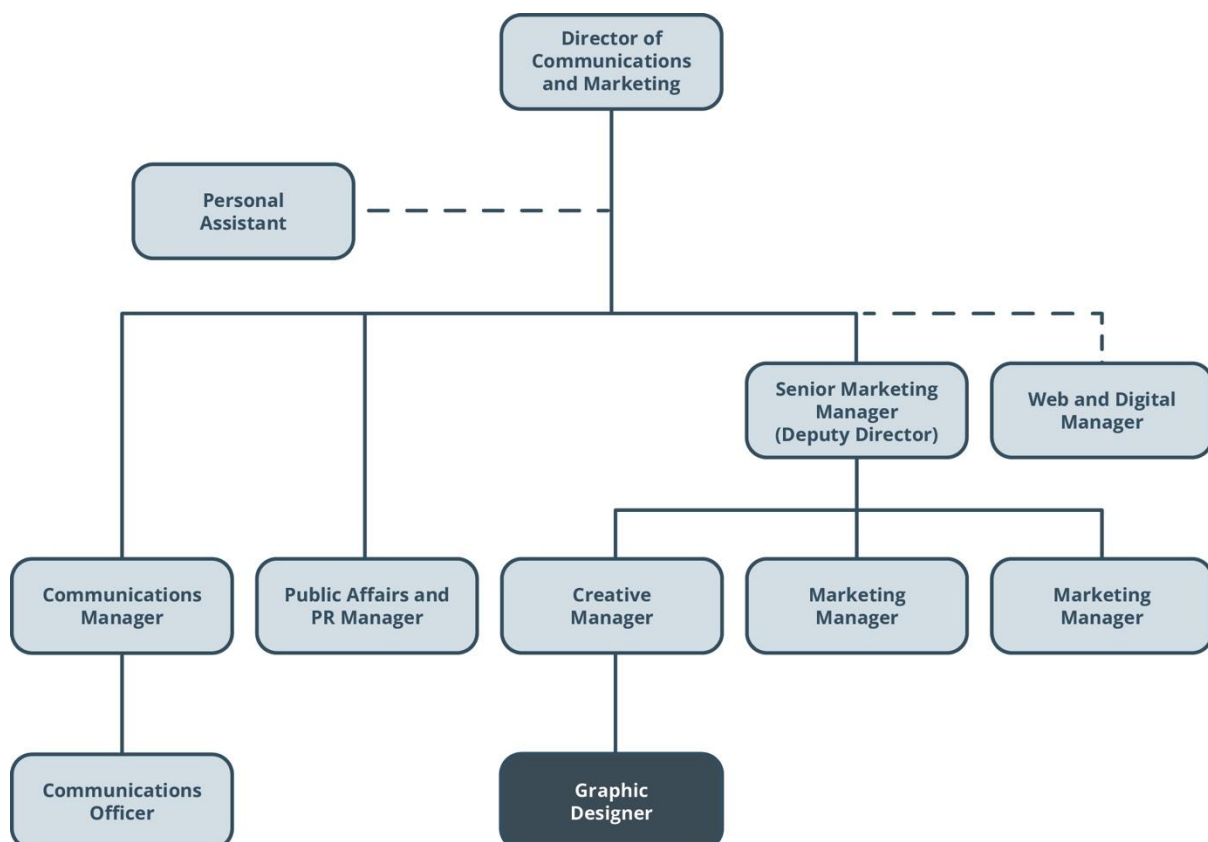
Reports to: Creative Manager

Date: September 2023

Section 2: Job Purpose

Reporting to the Creative Manager, the Graphic Designer is responsible for the production of marketing and promotional material; managing print requirements, and maintaining the design and print schedule. The graphic designer also assists in all aspects of brand development across multiple platforms to ensure consistency of positioning and quality.

Section 3: Organisation Chart



Section 4: Main Responsibilities and Role

- Design marketing and promotional material including flyers, posters, minor video and animation editing, banner stands, social media graphics, etc. to support the promotion of College activities
- Create and maintain both electronic and print templates for frequently used promotional activities to ensure consistency of brand positioning
- Support the efficient management of design and print production schedules
- Liaise with external print agencies to oversee printing of marketing and other branded material
- Work with external design agencies to oversee production on specific design projects
- Support the sourcing and branding of College merchandise and promotional items to ensure brand consistency
- Any other tasks as directed by the Marketing Manager or the Deputy Head of Marketing and Communications

Section 5: Planning and Organising

The Graphic Designer is required to deliver work according to a schedule of activity determined by the Marketing Manager and Creative Manager. S/he will be expected to record the status of creative and print work to ensure coordinated working and transparency. S/he will support the planning, preparation, documentation, and submitting of content to external print agencies on a weekly basis and follow up on delivery with staff across the College. S/he will assist in the delivery of graphic design work to stakeholders, amend material as required, and secure approvals for completed work.

Section 6: Decision-Making

The Graphic Designer will be able to work independently and is expected to be capable of problem solving and putting forward recommendations. Day to day decision making will be supervised by the Creative Manager.

Section 7: Knowledge, Experience and Skill Set Required

The post-holder will require the following:

- A degree level education or equivalent experience in graphic design
- Three years' experience in a graphic design role with a proactive approach to their work
- Fluent in Adobe CC core applications: InDesign, Photoshop and Illustrator
- Working knowledge of After Effects; video production is desirable
- Print production management experience
- Proficient in Microsoft Office: Excel, Word, Power Point, Outlook
- Working knowledge of website design and html is desirable
- Experience of email marketing platforms (preferably DotDigital) is desirable
- Excellent planning, communication and organisational skills
- Quick thinker with the ability to work in a fast-paced environment to strict deadlines
- Evidence of accuracy and high attention to detail in their work, with exceptional typesetting and layout skills
- Enthusiasm, energy and a willingness to bring fresh ideas to the role, helping the team to develop and move the College brand forward in a positive and exciting way
- Flexibility and willingness to adapt to a range of tasks