

Job Description

Job Title:	Graphic Designer
Reports to:	Head of Marketing
Salary	SUP F £24,202 to £25,643 (Plus Market Forces)
Hours of Work	37 Hours
Annual Leave Entitlement	22 days rising to 27 after 5 years, plus 8 days bank holiday entitlement, plus up to 3 days during the Christmas closure.

Job Ref:

Main purpose and scope of the post:

The main purpose of this role is to drive the College's brand and design strategy both online and offline. The post holder will have responsibility for the achievement of graphic design objectives in line with the College's strategic plan and marketing strategy, as well as executing designs across a range of multimedia communication platforms.

Responsibilities:

1. Supporting the development of the digital and graphic design objectives of the College's marketing strategy

- Support the College's key recruitment targets across its customer groups using design and branding to differentiate our marketing messages, advertising and campaigns.
- For campaigns and publications, develop a range of design concepts from which a preferred option can be selected and fully developed.
- Lead on the design of digital and print materials to support marketing campaigns.
- Support the department to achieve its annual marketing objectives.

2. Designing and producing the College's offline and online prospectuses, brochures and other materials

- Project manage the design and production of the College's prospectuses and brochures including photography, layout and design, with content collation supported by the wider team.
- Implement the College's visual identity across all marketing channels.
- Design professional event materials and banners for a range of events and schools' liaison activities.

3. Support the creative development of the College website and other digital media marketing campaigns

- Lead the creative development of all College systems and campaigns.
- Ensure the College website clearly reflects the brand, values and key priorities.
- Inform the College about potential creative and digital communication strategies which will help to promote the College brand and increase recruitment.
- Develop designs for new internal and external, digital and print communication platforms.
- Design online advertising campaigns for internal and external media.

The post holder may be required to assist with evening duties on reception and also those associated with the annual enrolment period, open evenings and award ceremonies.

Miscellaneous

- Complete administrative tasks as required. This may include booking advertising, using the College purchase order system to raise and track purchases, administration of press coverage, web updates, event bookings, image libraries, financial documentation and any other documentation associated to the marketing function.
- Complying with College wide policies and procedures.
- Undertaking any other duties as may be reasonably required by the Corporation.

NOTES:

Safeguarding Children and Vulnerable Adults

The College has a statutory and moral duty to ensure that it operates with a view to safeguarding and promoting the welfare of children and young people studying at the College. The post holder will be required to commit to the College child protection policy and promote a safe environment for children and young people learning within the College. All posts are subject to enhanced Disclosure Barring Services check, however, having a criminal record will not necessarily bar you from working with us, this will depend on the nature of the position and the circumstances and background of your offences.

Equal Opportunities and Diversity

All employees of GB MET are required to promote equality and diversity in all aspects of the job. Specifically, the job holder will be required to support the College to meet the General Equality Duty under the Equality Act 2010 to:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act.
- Advance equality of opportunity between people who share a protected characteristic and those who do not.
- Foster good relations between people who share a protected characteristic and those who do not.

The protected characteristics are: Age, Disability, Gender Reassignment, Marriage/Civil Partnership, Pregnancy/Maternity Leave, Race, Religion or Belief, Sex, Sexual

Orientation.

Health and Safety

It is the responsibility of all employees to co-operate with the College management in meeting the objectives of providing a healthy and safe place of work. Therefore, all staff must carry out their work with reasonable care for the health and safety of themselves and other people. Accidents or near misses must be reported and safe working procedures must always be followed.

1. Duties will inevitably develop and change as the work of the College changes to meet the needs of our service. Employees should therefore expect periodic variations to job descriptions, the College reserves this right. This job description will be supplemented on a regular basis by individual objectives derived from College strategies.
2. Where an applicant or existing employee is, or becomes, disabled (as defined by the Equality Act 2010) and informs the College fully of their requirements, reasonable adjustments will be made to the job description wherever possible.

Person Specification

The following is a list of the experience, knowledge/skills and qualities which the College requires in the post of Graphic Designer. This list is not exhaustive. It is a requirement of all our staff that they share and actively engage with the vision that the College will be exceptional.

Experience

Essential

- Proven experience and a strong portfolio of digital and graphic design.
- Strong project management experience from execution through to evaluation.
- Experience of self-managing projects and processes within deadlines.

Desirable

- Proven experience of developing advertising campaigns.
- Experience of working in an educational institution or in a similar role in an FE College.
- Experience of maintaining an organisation's brand identity.

Qualifications Essential:

- Degree or equivalent qualification in a digital design discipline

Desirable:

- Experience or qualifications in photography / filmmaking / animation

Knowledge/understanding/skills/abilities

- A working knowledge of web design applications and online design techniques
- An in-depth knowledge of the print process and print production plans
- Expert knowledge of the Adobe Creative Suite
- Good knowledge of HTML, CSS and web standards
- A working knowledge of HTML email marketing
- High level of IT literacy and English writing skills
- Excellent attention to detail

Qualities

- A positive can-do attitude and strong interpersonal skills
- Appreciation of the ethical issues relating to the conduct of those in public life and College governors in particular
- Effective interpersonal skills and the ability to work well with people at all levels

- A diplomatic approach and the confidence to provide support to high-profile company staff and board members;
- Integrity and discretion when handling confidential information
- A commercial frame of mind
- Be able to remain impartial
- Have a flexible approach to working hours
- Demonstrable experience of commitment to child protection, safeguarding and the promotion of a safe environment for children and young people to learn in
- Demonstrable commitment to the College's support and promotion of equality and diversity in all aspects of working life
- To aspire to the College's Mission and Values