

Job profile

Job title	Graphic designer
Reports to	Marketing and communications manager
Responsible for	None
Salary	£26,520

Job purpose

The postholder will convert marketing and communication objectives into engaging visual content and campaigns. They will design printed and digital artwork and publicity materials which are aligned to the organisational brand and visual identity.

Duties

- Design creative printed and digital artwork and publicity materials including posters, flyers, booklets, social media, videos, advertisements and other assets
- Design publicity materials for high-priority student group activities and events
- Maintain a consistent identify which is in line with the organisational brand
- Work with colleagues to ensure the organisational brand and style is central to all work
- Create design templates for use by colleagues and student groups
- Manage library of images, videos and other digital material
- Support the production of significant annual documents and work with external designers where required
- Develop the frontend of the website in conjunction with the website provider
- Consider innovative ways to communicate our visual identity in our spaces and venues
- Support the design and production of the student newspaper
- Support the development of digital service delivery

Additional responsibilities of all staff

- Be a team player by working with colleagues and students across a range of projects
- Maintain high standard of professionalism, confidentiality and respect for student, colleagues and visitors
- Adhere to and apply the Union's values, policies and procedures
- Be responsible for observing and implementing good health and safety practices
- Travel to/between and work at all three UEL sites when required
- Attend committees, meetings, training, conferences and other events
- Attend occasional weekend and evening events, according to organisational needs
- Participate in major Union events and activities as and when required
- Undertake any other duties as reasonably requested by line manager

Person specification

All criteria listed are essential for this role except where stated desirable.

Education/qualifications

- Educated to degree level in graphics, design, animation or similar OR equivalent

Professional experience

- Working in a similar role in industry or as a freelancer with proven success
- Working within brand and style guidelines
- Managing the brand presence of an organisation (desirable)
- Working with Adobe Creative Suite
- Editing video content (desirable)
- Creating short animations (desirable)
- Laying out a newspaper (desirable)
- Developing relevant solutions to target specific audiences
- Developing and maintaining relationship with key stakeholders
- Managing and working in a matrix management structure (desirable)

Knowledge, skills and abilities

- Excellent knowledge of Adobe Creative Suite
- Knowledge of frontend web design including HTML, CSS, JavaScript
- Knowledge of accessibility standards in design
- Innovative and creative approach to work
- Excellent attention to detail
- Excellent organisational skills including managing conflicting priorities and a diverse workload
- Able to take on responsibility for delivering tasks to ensure targets are met
- Able to communicate and work effectively in a team and using own initiative
- Excellent inter-personal skills including being able to clearly communicate with other staff members at all levels
- Excellent IT skills including Microsoft Office

Personal attributes

- Willing and able to work in a fast-paced, challenging environment
- Willing and able to work in a student-led, democratic organisation
- Willing and able to work flexibly including occasional evenings and weekends
- Understand and appreciate culture and climate of modern students' unions
- Sensitive to the needs of a diverse community and cultural differences