

## JOB DESCRIPTION

<b>POST TITLE:</b>	Graphic Designer – Marketing Services
<b>RESPONSIBLE TO:</b>	Director of Communications & Marketing
<b>RESPONSIBLE FOR:</b>	Creating a wide cross section of designs for print, digital, social, email and video including animation
<b>HOURS:</b>	37.5
<b>TERM OF POST:</b>	Permanent
<b>PROBATIONARY PERIOD:</b>	3 months
<b>SALARY:</b>	Competitive

### ABOUT THE CHARITY

Established in 2000, Caudwell Children is a national charity which works to transform the lives of disabled children and their families, enabling them to challenge the barriers they face throughout childhood by providing practical and emotional support.

The Charity is going through an exciting period of growth having recently opened a new state-of-the-art facility for multi-disciplinary therapy programmes for childhood disability and research of neurodevelopmental conditions, including autism, within the grounds of Keele University.

It provides a state-of-the-art base for the Charity's therapies and an environment where ground-breaking research can be undertaken, potentially changing the way some disabilities are treated, affecting millions of people around the world. This is a fantastic and exciting opportunity to join a dynamic and fast moving Charity at a time when it will attract national and international attention.

### PURPOSE OF THE POST

We are looking for a talented Graphic Designer – Marketing Services to become part of the Communications team within the design studio of a national Children's Charity. You will be responsible for maintaining the high standard of artwork for all branded and fundraising collateral. You will be working on a wide cross section of projects for print, digital, social, email, video as well as our websites.

You will be expected to have a comprehensive understanding of how a brand works and be passionate about building our brand through consistency, but also creativity and strategically being brave, looking to add value to a brief and the Charity wherever you can.

## DUTIES AND RESPONSIBILITIES

- Ensuring consistency of branding against brand guidelines and ISO.
- Daily use of an in-house digital printer to produce a varied range of collateral for the charity.
- Working on and advancing approved concepts from initial brief to a finished product – for print and electronic transmission.
- Mocking up artwork to demonstrate new formats, design and innovation.
- Animation skills using adobe after effects for on and offline use.
- Editing of videos for web, social media and films.
- Ensuring all jobs worked on go through a job request flow process and sign offs before sending to print and adhere to ISO standards.
- Communicating with other team members on any developments or problems as they arise.
- Ensuring the Director of Communications and Marketing is fully informed about the project at all stages.
- Being fully conversant with the admin processes of the department, such as project briefs and administration processes.
- Ensuring that the design area is always kept clean and tidy.
- Take responsibility for the printer stock levels, paper/card stock levels and printer maintenance.
- Being aware of deadlines for jobs and managing expectations for project deadlines and timeframes.
- Liaising confidently with external suppliers for printer and paper stock.
- Fully capable and aware of the production work life-cycle including cutting, creasing, perforation.
- Must have the ability to take responsibility and drive concepts forward.

This is not an exhaustive list. The post-holder will be required to undertake any tasks commensurate with the grading of the post.

## PERSON SPECIFICATION

### Essential Criteria

- Degree in Graphic Design/communication or equivalent.
- Experience adhering to set brand rules and guidelines, where necessary,
- Experience maintaining and, in some cases, pushing boundaries to ensure a quality look and feel to the design.
- Animation skills.
- Excellent working knowledge of Adobe Creative Suite InDesign, Illustrator & Photoshop and after effects.
- Good working knowledge of digital artwork processes, its limitations and needs within the design process and digital printing.
- Proficient art working, typesetting and layout skills.
- Ability to produce high-quality work.
- Ability to work independently as well as part of a team.
- Good problem-solving skills.
- Good organisation skills
- Good people skills.
- A positive 'can do' attitude.
- Able to negotiate effectively and communicate on all levels.
- Works well under pressure.

- Highly motivated
- Excellent attention to detail.
- Willingness to progress in all aspects of multi-media.

### Desirable Criteria

- Experience in using WordPress.
- Experience in design for social media.
- Experience of editing videos and creating short films.
- Experience of photography.
- Experience of working in the Third Sector.
- Experienced in producing finished collateral using an in-house xerox printer
- Good project management skills.
- Knowledge of Health & Safety legislation.
- knowledge of premier pro.
- knowledge of working a xerox V180 printer.
- Experience of working in the Charity/Third Sector would be advantageous.
- Experience of working in CQC/ISO regulated organisations would also be advantageous.
- Occasional UK travel may be required.
- Some flexibility to meet the needs of the business may be required.
- A general knowledge of Health & Safety regulations would be advantageous.

### **DISCLOSURE AND BARRING SERVICE CHECKS**

The Charity is committed to safeguarding children and young people and therefore adopts a safer recruitment approach through a robust recruitment and selection process. All posts within the Charity are subject to DBS checks, in line with the Rehabilitation of Offenders Act (1974). Dependent on the role, one of the following DBS checks will be carried out:

- Standard disclosure
- Enhanced disclosure
- Enhanced disclosures with children's and/or adults' barred list check(s):

This role is eligible for a Standard DBS check.