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**Job Description**

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| **Job title:** | **Graphic Designer** |
| **Department:** | **Imaging, Design & Print Services, Marketing & Communications** |
| **Grade:** | **6** |
| **Location:** | **University of Bath premises** |

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| **Job purpose** |
| To provide a high quality and creative design and print consultancy service to internal, external, commercial and non-commercial clients.  To support the University and Marketing and Communications strategies through the creation and delivery of highly effective graphic design for a diverse range of print projects, both large and small, ranging from the design of brochures, prospectus, magazines, adverts and infographics through to display and exhibition graphics.  The post holder will create impactful concepts that will enhance and promote the profile of the University to internal and external audiences ensuring the concepts meet the strategic aims of each campaign and the University strategy.  The post holder will be responsible for projects from the initial client brief, helping to shape the brief and working collaboratively with clients to ensure objectives are met. The post holder will be responsible for translating the final brief into successful ideas and design through to final delivery of the end solution. |

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| **Source and nature of management provided** |
| Senior Graphic Designer |

| **Main duties and responsibilities** | |
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| **1** | Develop and deliver high quality on-brand design creative across a wide variety of complex or simple projects which may include the creation of magazines, prospectus, brochures, display and exhibition graphics and web adverts.  Ensure concepts and creative are consistent with brand and strategic marketing and communications objectives, the University strategy and within budget.  Ensure designs are tailored to the appropriate target and multiple audiences for each piece of marketing material, including undergraduate and postgraduate applicants, parents, business, current students, alumni and the local community. Understand and meet the challenge of creating designs that are effective for multiple target audiences. |
| **2** | From the initial complex client brief, develop a detailed brief ensuring the strategic aims of the project can be achieved. |
| **3** | Confidently present new creative concepts to clients including senior managers, providing them with a clear rationale for the design choices and reasons for each concept ensuring the strategic aims for the project are met. |
| **4** | Work closely and collaboratively with the Senior Graphic Designer, designers, marketing colleagues and the Digital Marketing & Communications team to ensure the design of all projects are consistent, integrated and deliver brand and project objectives. |
| **5** | Commission and art direct internal and external photo shoots and illustration as budgets permit. |
| **6** | Support the development, interpretation and implementation to the University’s brand, ensuring that it remains fresh and relevant to target audiences. Make recommendations for improvements to the brand to constantly advance the quality of designs.  Promote the University brand guidelines ensuring best practices are implemented across the University.  Be a guardian of the University brand, ensuring the brand guidelines are applied appropriately, maintained and updated as necessary. |
| **7** | Be a lead creative for the development and delivery of branding for new entities such as new institutes within the University. |
| **8** | Provide expert advice and guidance to clients advising them of value for money options, provide training on the creative design and print processes and advise clients on why materials may not adhere to design or brand standards and advise how they can be transformed to become on-brand.  Work as a design specialist in project teams for complex and high profile projects. |
| **9** | Schedule all work to ensure on-time completion, provide written cost estimates to the clients throughout the design process and where necessary provide a detailed breakdown of the costs. |
| **10** | Prepare approved files for print and submit with a specification to the Print Procurement Manager for print production or for internal digital production.  Deliver a high quality and accurate end product by meticulously checking supplier pdfs or printed proofs prior to submission for final approval to the client to ensure colours, fonts and layouts are correct. |
| **11** | Research and select appropriate graphics and photos from the University or stock photo libraries that meet the requirements of the brief.  Where necessary propose new photography requirements and create detailed photographer briefs that meet the specific requirements of the client brief. |
| **12** | Proactively conduct regular research and data analysis to propose and develop new design concepts to improve the effectiveness of the marketing materials.  Test, validate and refine design solutions with internal clients and external audiences. |
| **13** | Develop productive and collaborative relationships with clients and other members of the marketing community at the University. |
| **14** | Create graphic design files concepts Adobe Creative Suite applications including but not limited to InDesign, Photoshop, Illustrator. |
| **15** | Proactively remain up to date with innovations and emerging trends, and identify opportunities to further the University’s aims.  Horizon scan, looking externally for best-practise design solutions and bringing new ideas and creative solutions to the University. |
| **16** | Manage the transition of design jobs to freelance designers and manage the freelancer ensuring the design work meets the University visual identity guidelines and the client brief. |
| The role will require a reasonable degree of flexibility with regard to working pattern. This will include work at weekends and in the evening to support those high profile events managed by the Department of Marketing and Communications, for example our University Open Days.  TOIL will be provided where contracted working hours are exceeded, which can be taken with agreement of the post-holder’s line manager.  You are required to follow all University policies and procedures at all times and take account of University guidance. | |

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**Person Specification**

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| **Criteria: Qualifications and Training** | **Essential** | **Desirable** |
| Industry recognised design qualifications/degree | 🗸 |  |
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| **Criteria: Knowledge and Experience** | **Essential** | **Desirable** |
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| Experience of taking the design lead on large and complex projects. | 🗸 |  |
| Experience of delivering design projects from concept through to final delivery | 🗸 |  |
| Experience of creating and developing new brand guidelines. |  | 🗸 |
| Understanding of the importance of branding in communications, and the ability to work within brand values and rigorously apply style guidelines. | 🗸 |  |
| Experience of applying designs across a diverse range of marketing materials. | 🗸 |  |
| Experience in developing creative design solutions for diverse stakeholder and external audiences in a large organisation. |  | 🗸 |
| Experience of managing projects in multi-functional or complex organisations and influencing stakeholders at a variety of levels of the organisation. |  | 🗸 |
| Extensive experience with the latest version of Adobe Creative Cloud particularly Illustrator, Photoshop and InDesign. | 🗸 |  |
| Understanding and experience of accessibility and usability issues, and the role design can play in improving both. | 🗸 |  |
| Evidence of effective team working. | 🗸 |  |
| Experience of effectively organising a busy workload with sometimes conflicting priorities, to meet tight deadlines. | 🗸 |  |
| Good knowledge of digital and litho print processes | 🗸 |  |
| Demonstrable experience of the design principles for print including brochures, magazines, infographics, promotional materials and display and exhibition graphics. | 🗸 |  |
| Experience of managing relationships and projects with external agencies and freelance designers |  | 🗸 |
| Understanding of higher education in the UK. |  | 🗸 |

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| **Criteria: Skills and Aptitudes** | **Essential** | **Desirable** |
| A conceptual thinker with great visualising skills. | 🗸 |  |
| Adobe Creative Suite skills, especially InDesign, Illustrator and Photoshop. | 🗸 |  |
| A proven ability to rapidly and effectively understand and translate business requirements into effective creative solutions. |  |  |
| Highly developed ability to verbally pitch ideas and present information, including design concepts, progress reports, and project updates to a range of audiences in a clear, accurate and confident way to achieve desired outcomes. | 🗸 |  |
| Effective collaboration, relationship management, networking and diplomacy skills with colleagues at all levels and regardless of their specialism and understanding of design in order to meet agreed objectives. | 🗸 |  |
| Close attention to detail, together with excellent planning, project management and organizational and skills. | 🗸 |  |
| Excellent written and oral communication skills in order to understand, interpret and present complex information in a clear and persuasive way for a wide range of audiences. | 🗸 |  |
| Effective interpersonal skills necessitating working well with others as part of a team, giving support and recognizing expertise in others. | 🗸 |  |
| Ability to absorb and apply constructive feedback from peers and clients. | 🗸 |  |
| Eagerness to collaborate with other creative people. | 🗸 |  |
| Good typography skills. | 🗸 |  |
| Capacity to manage and prioritise a high workload and often working to tight and competing deadlines. | 🗸 |  |
| Budgeting and scheduling skills. | 🗸 |  |
| Ability to create and design effective Microsoft Office templates especially PowerPoint templates. |  | 🗸 |

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| **Effective Behaviours Framework**  The University has identified a set of effective behaviours which we value and have found to be consistent with high performance across the organisation. Part of the selection process for this post will be to assess whether candidates have demonstrably exhibited these behaviours previously. |
| **Managing self and personal skills:**  Willing and able to assess and apply own skills, abilities and experience. Being aware of own behaviour and how it impacts on others. |
| **Delivering excellent service:**  Providing the best quality service to all students and staff and to external customers e.g. clients, suppliers. Building genuine and open long-term relationships in order to drive up service standards. |
| **Finding innovative solutions:**  Taking a holistic view and working enthusiastically and with creativity to analyse problems and develop innovative and workable solutions. Identifying opportunities for innovation. |
| **Embracing change:**  Adjusting to unfamiliar situations, demands and changing roles. Seeing change as an opportunity and being receptive to new ideas. |
| **Using resources:**  Making effective use of available resources including people, information, networks and budgets. Being aware of the financial and commercial aspects of the University. |
| **Engaging with the big picture:**  Seeing the work that you do in the context of the bigger picture e.g. in the context of what the University/other departments are striving to achieve and taking a long-term view. Communicating vision clearly and enthusiastically to inspire and motivate others. |
| **Developing self and others:**  Showing commitment to own development and supporting and encouraging others to develop their knowledge, skills and behaviours to enable them to reach their full potential for the wider benefit of the University. |
| **Working with people:**  Working co-operatively with others in order to achieve objectives. Demonstrating a commitment to diversity and applying a wider range of interpersonal skills. |
| **Achieving results:**  Planning and organising workloads to ensure that deadlines are met within resource constraints. Consistently meeting objectives and success criteria. |