# Graphic Designer

## *Job Description and Person Specification*

| Post Title: | Graphic Designer |
|---|---|
| Accountable To: | Marketing Manager |
| Location: | Elliott Hudson College |
| Scale: | C3 (SCP 19-22) |

# Job Description

## Purpose

To create visually compelling graphics and design materials that support the college's marketing efforts, enhance its brand identity, and engage the college community.

## Role Responsibilities

- **Graphic Design:** Develop and produce high-quality graphics for digital and print media, including brochures, posters, social media content, website graphics and college displays.
- **Brand Consistency:** Ensure all design materials align with the college's brand guidelines and maintain a consistent visual identity
- **Content Creation:** Collaborate with the marketing team to create engaging content for various platforms, including social media, newsletters, and the college website.
- **Content Maintenance:** Regularly quality check and update designs
- **Project Management:** Manage multiple design projects simultaneously, ensuring effective engagement, and communication with stakeholders to deliver design and marketing projects on time and to project specifications.
- **Budget management:** Fulfil the college design and marketing goals whilst ensuring value for money and being accountable for small expenditures from an agreed budget.
- **Collaboration:** Work closely with the admissions team, faculty, and other departments to support their design needs. Clear, transparent and timely liaison with other colleagues to ensure that project content is communicated effectively so that project deadlines are met without compromising on quality.
- **Innovation:** Stay updated on design trends and best practices to continuously improve the quality and effectiveness of design materials.
- **Event Support:** Assist in the design and promotion of college events, open days, and other activities.
- **Compliance:** Ensure that all designs comply with data protection legislation and other internal and external policies and procedures.
- **Communication:** Exercise developed advisory, guiding, negotiating and persuasive skills to encourage stakeholders to adopt a particular course of action to meet the design and marketing needs of the college.
- **Additional Responsibilities:** Provide design support to other trust establishments on an ad-hoc basis as directed by the principal.

## Personal Responsibilities:

- To hold positive values and attitudes and adopt high standards of professional conduct in line with the Seven Principles of Public Life (selflessness, integrity, objectivity, accountability, openness, honesty, leadership) and our trust values of Diligence, Integrity, Rectitude and Kindness.
- Carry out the duties and responsibilities of the post, in accordance with GORSE's Health and Safety Policy and relevant Health and Safety Guidance and Legislation.
- Form positive professional relationships, and work in partnership with colleagues throughout GORSE.
- To willingly engage with training as required.
- Treat all aspects of the role with the strictest confidentiality.
- Be aware of and comply with policies and procedures relating to child protection, health, safety and security, confidentiality, equality and diversity and data protection, reporting all concerns to an appropriate person.

## Any Special Conditions of Service:

- The post is subject to a satisfactory enhanced DBS background check, relevant right to work documentation, suitable references and a six -month probationary period.
- Occasionally there may be a requirement to work off-site and undertake work outside normal office hours to meet the variable nature of workloads and deadlines and to support academy events.
- Contribution to the overall ethos/work/aims of GORSE.
- GORSE operates a No Smoking/Vaping Policy.

*We will consider any reasonable adjustments under the terms of the Disability Discrimination Act, to enable an applicant with a disability (as defined under the Act) to meet the requirements of the post.*

*We are committed to safeguarding the welfare of children and expect all staff and volunteers to share this commitment. The successful candidate will be subject to full employment checks, including an enhanced DBS disclosure and barring service check. We promote diversity and aim to establish a workforce that reflects the population of Leeds.*

**Employment is conditional on confirmation of the right to work in the UK – either as a UK or Irish citizen, under the EU Settlement scheme or having secured any other relevant work visa. If you do not have the right to work in the UK and the role does not meet eligibility for sponsorship, please consider carefully whether you meet the eligibility to apply for this position.**

## Person Specification

| | Essential | Desirable |
|---|:---:|:---:|
| **Qualifications** | | |
| 'A' Level or equivalent level 3 qualification | ✓ | |
| Relevant Graphic design qualifications | ✓ | |
| A degree in Graphic Design, Visual Arts, or a related field. | | ✓ |
| **Experience Knowledge and Skills** | | |
| Experience in a graphic design role, preferably in an educational setting. | ✓ | |
| A strong portfolio showcasing a range of design projects. | ✓ | |
| **Team Player:** Ability to work collaboratively with colleagues and external stakeholders and agencies. | ✓ | |
| **Communication:** Excellent written and verbal communication skills. | ✓ | |
| **Time Management:** Ability to manage multiple projects and meet deadlines. | ✓ | |
| **Creativity:** Strong creative skills with an eye for detail and aesthetics. | ✓ | |
| **Adaptability:** Flexibility to adapt to changing priorities and work in a fast-paced environment. | ✓ | |
| **Character:** Drive, determination, ambition, energy and enthusiasm | ✓ | |
| **Adobe Creative Suite:** Advanced skills in Photoshop, Illustrator, and InDesign. | ✓ | |
| **Web Design Tools:** Proficiency in web design tools such as WordPress, HTML, and CSS. | ✓ | |
| **Social Media Platforms:** Creating content for social media platforms like Facebook, Instagram, Twitter, and LinkedIn. | ✓ | |
| **Video Editing Software:** Video production and editing software such as Adobe Premiere Pro or Final Cut Pro is of benefit | | ✓ |
| **Knowledge of Education Sector:** Understanding of the design needs and challenges within the education sector. | | ✓ |
| **Analytical Skills:** Ability to analyse design effectiveness and make data-driven improvements. | | ✓ |
| **Personal Qualities** | | |
| Pleasant and friendly manner | ✓ | |
| Polite and punctual | ✓ | |
| Reliable | ✓ | |
| A commitment to working as part of the whole college team and supporting the vision and aims of the college | ✓ | |

| | | |
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| To have high aspirations but to manage those with pragmatism | ✓ | |
| To have the ability to win the respect of colleagues and students alike | ✓ | |
| Energetic, enthusiastic and hard-working | ✓ | |
| Highly motivated, ambitious, and upbeat; | ✓ | |
| Calm under pressure | ✓ | |
| Flexible and collaborative | ✓ | |
| To be a leader but also with emotional intelligence to be a team player. | ✓ | |
| Take responsibility for own professional development as identified with the line manager. | ✓ | |
| **Continuous Professional Development** | | |
| Evidence of commitment to personal development | ✓ | |
| **Other Conditions** | | |
| Enhanced DBS Clearance | ✓ | |

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