

Recruitment Pack



Lead Digital Media & Graphic Designer
October 2021



School ready; Work ready; Life ready

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Horizon Community College: Our Vision

The economic, cultural and social landscape of Barnsley is changing. Opportunities in further education, higher education and professional roles are increasing; opportunities for individuals to shape their own career pathways are growing; opportunities for individuals to challenge traditional socio-economic patterns are multiplying.

At Horizon Community College, our responsibility is to prepare students for this reality. We want young people to leave the College well qualified and with a unique skill set that will enable them to stand out from the crowd. We want young people to be in possession of a passport of qualifications and employability skills that will enable them to pursue exciting careers, attend prestigious universities, complete dynamic apprenticeships and play leading roles in regenerating this area and beyond.

Our curriculum is tailored to the needs of and meets our ambition for each individual student. This is underpinned by the College's core values which help to prepare every student for a lifetime of success. Our Curriculum and Culture ambition:

- aims to **challenge every learner, in every lesson, every day**
- develops the character and skill set of all, through the belief that we are '**Positive Role Models**'
- ensures **opportunities for all** through our personal development and Careers and Enterprise programmes.

Successful education is also about working in close partnership with our families and the community to ensure our students succeed in each School year and are prepared for the next appropriate phase of their education. We work together to empower our students to believe that anything and everything is possible.

We heavily invest in the growth and development of our entire workforce, so they are also prepared for the next phase of their careers. We promote 'one team' working hard to support each other. We are focused on continued professional development for staff at every level.

We embed a curriculum and culture that results in Equity of Opportunity, Strong Community, High Expectations, Global Readiness and Kindness so that our students are School ready; Work ready; Life ready.



Claire Huddart
Principal

We are delighted that you are applying for a role at Horizon Community College, and hope that this document will inform you about how we aim to provide the very best secondary education in Barnsley and beyond.

Vision Overview 2020-2025

Vision

School Ready; Work Ready; Life Ready

Ambition

Our Curriculum and Culture:

- aims to **challenge every learner, in every lesson, every day.**
- develops the character and skill set of all, through the belief that we are **Positive Role Models.**
- ensures that there are **opportunities for all** through our personal development and Careers and Enterprise programmes.

Values

Tolerance Teamwork Kindness Respect Pride Engagement Questioning Independence Organisation Resilience

Aims

| Equity of Opportunity | Global Readiness | High Expectations | Strong Community | Culture of Kindness |
|--|---|---|---|---|
| To remove academic and social barriers and ensure equitable access to qualifications, programmes and wider opportunities in College. | An ambitious curriculum that ensures students gain the knowledge, skills and cultural capital needed to graduate with options to be highly successful and make a positive contribution to the community and beyond. | Students are challenged and supported to reach their highest academic potential. An extensive personal development programme allows students to build character and resilience ensuring personal growth year on year. | Engage with our students, families, staff and community to cultivate a safe and welcoming College built on mutual respect and courtesy so all learners thrive. Students recognise risk and know how to stay safe. | A culture of Kindness throughout the College, with caring and culturally proficient, tolerant students and staff. |



CORE VALUES

At Horizon Community College

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| PRIDE Wear full College uniform at all times Take pride in all you do and actively look to improve your work | ORGANISATION Bring correct equipment to every lesson Organise your time and complete homework to the best of your ability | ENGAGEMENT Be focussed and attentive in lessons act on advice and feedback Seek to discover new things & be prepared to take risks | QUESTIONING Contribute in every lesson Ask questions to deepen your knowledge and understanding | RESPECT Follow staff instructions the first time & every time Be honest and polite to others | KINDNESS Be considerate and supportive of others Treat others as you would expect to be treated | TEAMWORK Engage with cooperative learning Take on an active role within the team, readily sharing ideas and information | TOLERANCE Value others regardless of sexuality, race, faith gender or disability Accept the quirks of others | INDEPENDENCE Demonstrate dedication & commitment Be self-disciplined and evidence self-direction | RESILIENCE Persevere and recognise it is alright to make a mistake Respond well to constructive criticism |
|---|--|---|--|---|--|--|---|---|--|

Child Safeguarding Policy

The College is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. A Disclosure and Barring Service (DBS) check will be undertaken for the successful applicant.

The College pays full regard to DfES guidance 'Safeguarding Children and Safer Recruitment in Education' Jan 2007. We ensure that all appropriate measures are applied in relation to everyone who works for Horizon who is likely to be perceived by the children as a safe and trustworthy adult including e.g. volunteers and staff employed by contractors. Safer recruitment practice includes scrutinising applicants, verifying identity and academic or vocational qualifications, obtaining professional and character references, checking previous employment history and ensuring that a candidate has the health and physical capacity for the job. It also includes undertaking interviews and an Enhanced DBS check.

Please visit:

<https://horizoncc.co.uk/safeguarding/>

Vacancy Details

Role: Lead Digital Media & Graphic Designer

Salary: Grade 4 (£18,148 - £19,644 actual salary)

Hours Per Week: 37, term time only plus 3 weeks and 2 INSET days

Type: Permanent

Closing Date: Monday 18 October 2021 at 12 noon

This is a fantastic opportunity to join a dynamic team developing our business class service within a busy and forward-thinking educational environment.

Our Digital Media and Design Team delivers bespoke web and print based solutions designed to support our schools in Communication, Administration, Student Management and Marketing.

To be considered for the role you should have excellent communication skills, be competent in working with multiple projects and have experience working both independently and as part of a busy team.

Required Skills/Experience:

- Have a proficient knowledge using the Adobe Creative Suite to create web/print graphics particularly Illustrator, Photoshop and Indesign.
- Possess strong layout skills with an eye for detail.
- Demonstrate a passion for design backed up by a knowledge of the design world and trends.
- Basic understanding of photography and knowledge of Photoshop/Lightroom.
- Basic understanding of Responsive Web Design.
- Excellent reading and writing skills.
- Ability to work to set deadlines and quick turnarounds.

Desired Skills/Experience:

- Good knowledge of WordPress and other content management systems.
- Knowledge of wide format printing devices.
- Competent knowledge of all social media platforms including Facebook, Twitter, Instagram and Youtube.
- General administration responsibilities.

Willingness to learn and support new systems/applications as well as existing ones.

If you've got a passion and genuine interest for design and want to develop your skills further then we would love to hear from you.

This College is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. A disclosure and barring services check will be undertaken for the successful applicant.

Horizon Community College reserve the right to close this advert prior to the closing date above.

Job Description

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|---|-----------------|
| SERVICE AREA: Horizon Community College | |
| JOB TITLE: Lead Digital Media & Graphic Designer | |
| GRADE: 4 | |
| RESPONSIBLE TO: Assistant Principal – Head of Support & Careers Leader | |
| EMPLOYEE SUPERVISION: None | |
| DATE AGREED: | BY WHOM: |

Purpose of Post:

To work alongside Digital Media and Design Manager to provide a business class graphic design, media and marketing service to the college and across the wider academy.

Key Areas:

- Meet and Liaise directly with all departments to deliver key messages and develop our branding for collegewide and academy trust strategies.
- Develop and maintain a cohesive communication service across multiple social media and web platforms.
- Produce Artwork/Designs to briefs, for a range of platforms including Web & Print.
- Create / Install large format media and banners.

Duties and Responsibilities:

Working within the Digital Media and Design Team to:

- Take creative concepts and develop them further to a high, presentable standard with consideration for the final output.
- Take design work through to a professional artwork standard, with a high level of attention to detail in all areas.
- Ensure that all public/business communications are consistent, appropriate, and current.
- Develop branding that is consistent, professional and is widely and easily accessible for all staff.
- Maintain and update websites/content across different platforms.
- Establish and maintain creative engagement with staff and departments across the trust to further college and academy trust aims, messages and campaigns.
- Develop the use of social media to improve communication with Parents/Students and promote the schools/academy trust.
- Communicate professionally with all stakeholders to ensure that service agreed is delivered on time and in full.
- Using the Helpdesk system - organise the jobs required and prioritise projects to streamline delivery and improve capacity.

Support for the College:

- Be aware of and comply with policies and procedures relating to child protection, health, safety and security, confidentiality and data protection, reporting all concerns to an appropriate person.
- Contribute to the overall ethos, work and aims of the College.

- Establish constructive relationships and communicate with external agencies, business and the wider community.
- Attend and participate in regular meetings.
- Participate in training and other learning activities and performance development as required.
- Recognise own strengths and areas of expertise and use these to advise and support others.
- Provide appropriate guidance and supervision and assist in the training and development of staff as appropriate.

The above duties are not exhaustive, and the post holder may be required to undertake tasks, roles and responsibilities as may be reasonably assigned to them by the Principal or Careers Leader.

The College is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment.

Employee Specification

When filling in the application form, please demonstrate with clear, concise examples how you would meet the requirements of the post. You will be assessed in relation to the Essential and Minor criteria. Please bear in mind that you must possess the Essential Criteria on day 1 to be able to do the job. If there are large numbers of applications for the post then all of the criteria will be used for shortlisting. Under the Disability Discrimination Act (DDA), we recognise and welcome our responsibility to remove any barriers in our recruitment and selection process. We have tried to assess this in our Job Description and Employee Specification, however if you feel that there are barriers, please tell us in the application form. As part of the DDA, we are committed to making reasonable adjustments, wherever possible and it would help us to know your needs in order to do this.

| Attributes | Criteria | How Identified (either Application Form or Interview) | Rank (Essential/Minor) |
|---|---|---|---------------------------|
| Relevant Experience | Experience using the Adobe Creative Cloud Suite. | Application form/interview | Essential |
| | Experience of using Microsoft Office packages | Application form/interview | Essential |
| | Experience of using Google apps suite | Application form/interview | Essential |
| | Experience of Large format printing | Application form/interview | Desirable |
| Education and Training Attainments | A relevant recognised design qualification | Application form/certificates | Essential |
| | 4 GCSE's or equivalent including English and Mathematics (Grades A to C) | Application form/certificates | Essential |
| | NVQ Level 3 qualification in a relevant subject or a willingness to work towards. | Application form/certificates | Essential |
| General and Special Knowledge | Proficient knowledge of using Adobe Creative Suite to create print / web graphics particularly Illustrator, Photoshop, Spark and Indesign | Application form / Interview/portfolio | Essential |
| | Basic understanding of photography and knowledge of Photoshop/Lightroom. | Application form / Interview | Essential |
| | Excellent IT, literacy and numeracy skills | Application form/interview | Essential |
| | Knowledge of creation and installation of banners and large format media | Application form/interview | Desirable |

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| | Competent knowledge of all current social media platforms including Facebook, Twitter, Instagram, and Youtube | Application form/interview | Desirable |
| | Basic understanding of Responsive Web Design | Application form/interview | Desirable |
| | Good knowledge of WordPress and other content management systems | Application form/interview | Desirable |
| Skills and Abilities | Show expertise in the use of Adobe Creative Cloud software | Application form/interview/portfolio | Essential |
| | Possess strong layout skills with an eye for detail | Portfolio | Essential |
| | Demonstrate a passion for design backed up by a knowledge of the design world and trends. | Application form/interview/portfolio | Essential |
| | Demonstrate knowledge in the management and production of design for print and other related media | Application form/interview/portfolio | Essential |
| | Ability to work on own initiative and prioritise work to given deadlines | Application form/interview | Essential |
| | Ability to communicate well with people at all levels | Application form/interview | Essential |
| | Excellent attention to detail | Application form/interview/portfolio | Essential |
| | Knowledge of safeguarding | Application form/interview | Desirable |
| Additional Factors | A willingness to take part in training and development opportunities as required. | Application form | Essential |

In compiling this, please refer to the Section 'Review Job Description and Employee Specification' in the Recruitment and Selection Code of Practice.

Employee Benefits

The college offers the following benefits to its staff in addition to competitive salaries:

- Access to Local Government or Teachers' Pension Scheme
- Excellent access to the college by public transport – direct trains to Barnsley from Leeds, Huddersfield, Sheffield, Wakefield, Meadowhall
- Proximity to the M1 and A628 – around 30 minutes commute from Leeds, Huddersfield, Sheffield, Rotherham, Doncaster
- Comprehensive staff wellbeing offer including: free breakfast; access to local authority wellbeing support; in-college HR wellbeing guidance and access to counselling; staff workload review; flu vaccinations; free access to the college gym
- A comprehensive professional development programme for teaching and support staff, including opportunities for achieving professional qualifications and supporting career progression
- Free Microsoft Office 365 and OneDrive for personal use for up to five machines/devices.

Horizon Community College is committed to ensuring and promoting the wellbeing and professional support of all staff under its care.

The Application Process

Please read the Guidance Notes for Applicants before completing an application form.

The candidates selected for interview will be informed after shortlisting and full details of the interview process will be provided.

This is an exciting and rewarding role and we look forward to receiving your application.

Should you wish to discuss the role further please contact us on 01226 704230.