

## **JOB DESCRIPTION**

<b>Job Title</b>	<b>GRAPHIC DESIGNER</b>
<b>Accountable to</b>	<b>Director of Marketing &amp; Admissions</b>

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### **Job Purpose**

- To further develop the Warrington & Vale Royal College brand.
  - To produce strong visuals and high quality creative designs for digital and print formats.
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### **Key Responsibilities**

- To develop creative ideas and concepts for various digital and print campaigns and demographics including key recruitment events, school leavers, apprenticeships, adults, and higher education.
- Be the creative lead within the Marketing team and provide inspirational designs for both digital and print formats.
- Work with the Marketing team in a timely and organised manner to produce key publications such as the FE Prospectus, the HE Prospectus and Adult Guides.
- To design leaflets, fliers and booklets to promote college and curriculum initiatives as requested by the Director of Marketing & Admissions.
- To liaise with external advertisers and media organisations to create adverts for newspapers, magazines and other printed publications.
- To liaise with external print companies throughout the design and print production process, from retrieving quotations to co-ordinating proofs and completion of artwork.
- Produce design graphics for outdoor media including billboards, ad shells, bus rears and other large format advertising
- To develop and maintain a photograph library of images, logos and graphics for the Marketing Department
- Support the Marketing team with the organisation and execution of marketing events such as Open Evenings, Taster Days, Award Ceremonies and Recruitment Events.

## **Responsibilities Common to all Staff**

- To establish, maintain and develop professional working relationships with colleagues.
- Follow all agreed Quality Assurance Mechanisms operating within the College and contribute generally to the establishment and development of a quality provision/service.
- The College operates a Performance Management Review Scheme through which objectives and development plans are agreed. All staff are required to participate in the scheme and, with their manager, are jointly responsible for the completion of agreed actions.
- The College is keen to ensure the health and safety of students, staff and visitors. All staff are responsible for complying with the Health and Safety at Work Act 1974 and ensuring no-one is affected by individual acts or omissions.
- The College aims to be a place in which people can work and study free from discrimination. All staff and students are required to comply with the College's Equal Opportunities Policy.
- To be aware of, and responsive to the changing nature of the College and adopt a flexible and proactive approach to work.
- All employees are required as part of their duties to accept responsibility for safeguarding and promoting the welfare of children and vulnerable adults.
- A clear commitment to the principles and practices of Every Child Matters, equality and diversity and the safeguarding of children
- Commitment to equality of opportunity
- To contribute to and maintain College values

## **Review Arrangements**

- This job description is not a rigid specification but identifies main responsibilities, which will be amended in the light of organisational need and in discussion with the post holder.

## **PERSON SPECIFICATION**

### **Graphic Designer**

#### **Essential**

- 5 GCSEs A\* - C, including Maths and English
- A full understanding of the creative, photographic and digital process
- A minimum of 2 years industry experience
- Relevant marketing/design higher qualifications
- Experience and proficient in working on large and small projects
- Fully competent in a variety of design software packages including Adobe Creative Suite (Indesign, Photoshop and illustrator), Microsoft Powerpoint and Word press
- Strong workflow management, planning, prioritisation and communication skills
- A strong understanding of the print production processes
- Comprehensive knowledge of DSLR cameras
- Excellent communication and organisational skills
- Ability to work under pressure, producing creative artwork within a limited timescale
- Ability to work on own initiative, create concepts and prioritise workload during busy periods
- Ensure workload is managed and clear communication channels are maintained
- Strong proof reading skills and attention to detail
- Enthusiastic, highly motivated individual
- Flexibility in working patterns, including locations and unsociable hours

#### **Desirable**

- Knowledge of post-16 education

#### **Other**

- Enthusiasm to keep up to date with design and marketing communications,