

Job Description and Person Specification



Graphic Designer

Salary:	£30,246 - £32,098pa inclusive
Leave:	25 days per annum plus public holidays plus up to 3 days Christmas efficiency closure
Hours:	36 hours per week (full time)
Reports to:	Head of Marketing
Location:	This post will be based at the Isleworth Campus however some travel to the Skills + Logistics Centre in Feltham may be required.

The purpose of the post is: to manage the design process for all the college's marketing publications, strategic campaigns, promotional materials and the website, as well as being the Brand Guardian of the College. The post holder will work with the Marketing Team to raise the profile of the college among all internal and external audiences through highly creative and innovative design concepts while ensuring quality standards are implemented in line with the college's corporate identity.

The main duties and responsibilities are to:

1. Manage the design process for all promotional campaigns and communications materials from initial brief to final production - working to deadlines and within an allocated budget. This includes developing themes and ideas, creative design work, editing, proofing, and print preparation.
2. Design the college's principal publications (i.e. prospectuses, targeted campaign literature, college magazine etc) to an exceptionally high standard.
3. To lead and create campaign concepts for student recruitment, and design all assets required for these, including advertisements, leaflets, specialist and general brochures for both print and online, which are delivered on time and meet the brief. These include the design of bus stop & bus advertisements, leaflets, banners, digital designs and more.
4. Create and design digital and print promotional material for internal communication messages/campaigns as requested by staff and on occasion by student groups. This includes supporting different curriculum areas and the design work they require.
5. Create animations and motion graphics for use across advertisements including digital signage and social media.
6. Work with the Digital Marketing Officer to support in the creation of social media and website content in order to ensure campaign consistency across platforms.
7. Create design assets for all internal and external events which include literature, display boards, banners, signage and merchandise.

8. Organise appropriate photography for use in publicity materials. This will involve sourcing and purchasing images from photo libraries and co-ordinating college photoshoots and supporting on the day, and making sure all photography fits the brief and can be used in all our materials
9. Working with the Marketing Team offer creative, innovative, and cost-effective design solutions to meet the distinct objectives as outlined in the Strategic Marketing Plan.
10. Work with the wider marketing team and the Head of Marketing to support each campaign throughout the year, including the production of new campaign designs and sub-brands, and supporting wider college teams where required.

Generic Duties:

1. Attend and participate in College meetings as necessary and actively promote college policies.
2. Follow strictly the requirements of the College's health and safety policy and comply with the College financial regulations.
3. Participate in staff development activities and undertake further training as part of your continuing professional development.
4. Work flexibly in order to satisfy the organisational needs, including enrolment and occasional evening or weekend work.
5. Maintain confidentiality of information acquired in the course of undertaking duties relating to staff, students, and visitors, and adhere to the College's Data Protection Policy and the Data Protection legislation.
6. Uphold and promote College policies, procedures and controls, including the College's Equal Opportunities policy and promoting those specifically applicable to this area of work.
7. Promote a positive image of the College in all contacts with staff, students, visitors and contractors.
8. Carry out other reasonably comparable duties that may be required from time to time.

Person Specification

Please study the items in this person specification carefully and when completing your application form try to describe your knowledge, skills and experience in terms of those particular items:

1. Educated to degree level (essential), preferably with an appropriate professional Marketing qualification (not essential).
2. Two years relevant experience working in a Graphic Design role.
3. Ability to create visual designs for print and digital platforms, including moving graphics/animations.
4. Strong IT and digital skills including in-depth knowledge of Adobe Creative software including Photoshop, Illustrator, InDesign, Final Cut/Premiere Pro and others. Ability to work in Mac and PC environment.
5. Experience working with briefs to create high quality & engaging designs, for many different audiences.
6. Ability to work with Brand Guidelines, and able to develop these to make sure all content follows the College's brand identity.
7. Experience creating designs for the student market/education sector - desirable
8. Ability to take high quality digital photographs and videos with an eye for detail and design, that can be use for digital and print purposes.
9. Possess creative and conceptual flair.
10. Excellent written communication skills with the ability to write creative, clear, accurate and succinct copy that gets results, with sharp attention to detail.
11. Excellent interpersonal skills and the ability to communicate effectively at all levels, both internal and external to the college.
12. Ability to prioritise a heavy and varied workload and meet tight deadlines whilst maintaining a professional work ethic and high-quality standards.
13. To be a proactive and enthusiastic self-starter with the ability to present creative ideas and concepts.
14. Demonstrate good teamwork skills with the ability to work independently.
15. Be able to attend evening and weekend events (with time off in lieu). A full driving licence and access to a car is desirable but not essential.
16. Be willing to undertake training and development as required within the role.
17. Possess a Literacy and Numeracy qualification at Level 2.

18. Have an awareness and understanding of equal opportunities, Prevent and Safeguarding.

Equality and diversity

West Thames College champions excellence, integrity, equality and respect. This means we aspire to the highest achievements for our students and the best possible working environment for our staff. The whole college community - women and men, younger and older, from different, social and ethnic backgrounds, a variety of faiths, cultures and languages, lesbian, gay and straight, disabled and non-disabled – we are all treated with the same respect and entitled to the same chances to succeed.

We champion diversity because we know that a rich mix of people makes the college a more productive and creative place to study and work.

And we champion equality because it is the right thing to do.

Closing date: 3 December 2024

Reference number: 6MAC002

Interview date: 16 December 2024

Conditions of Service

Contract:	Permanent Full time
Salary:	£30,246 - £32,098pa inclusive Please note the salary range for this post is points 29-31 on the Support Staff scales. Progression up the incremental pay scale is automatic and awarded on 1 April annually. New entrants are placed on point 29.
Pension:	Staff are entitled to participate in the Local Government Pension Scheme subject to its terms and conditions.
Annual Leave:	25 days per annum plus public holidays plus up to 3 days Christmas efficiency closure
Hours:	36 hours per week
Probation:	Employees who commence their employment between 1 September and 31 May inclusive will be subject to 26 weeks probation before their employment can be confirmed as permanent. Employees, who commence their employment between 1 June and 31 August, and those with term time only contracts, will be subject to 36 weeks probation period before their employment can be confirmed as permanent. The extended period of probation is ensure that there is an adequate period of "normal" working during which to provide support and assess an employee's performance.
Disclosure	The post will be offered subject to an enhanced Disclosure satisfactory to West Thames College which will be conducted by the Disclosure and Barring Service.