

## **Job Description**

<b>Position:</b>	Graphic Designer
<b>School/Service:</b>	Marketing, Recruitment & Admissions
<b>Reference:</b>	MRA-087/P
<b>Grade:</b>	Grade 5
<b>Status:</b>	Permanent
<b>Hours:</b>	36.25 hours per week
<b>Reporting to:</b>	Head of Digital Marketing

### **Main Function of the Position:**

To support the University's marketing, recruitment and communications objectives through the design and production of high-quality digital and print assets. The postholder will ensure all creative output aligns with the University's visual identity, accessibility requirements and brand values.

A key part of the role involves creating and maintaining a suite of brand-compliant templates for use across the University by academic schools and internal departments, enabling high-quality, consistent, self-service design solutions.

### **Principal Duties and Responsibilities:**

1. Design and produce marketing materials for print and digital channels including brochures, social graphics, posters, event collateral, email banners, display ads and infographics.
2. Develop, manage and update a suite of brand-compliant templates (e.g., in Canva, PowerPoint, InDesign) for use across internal teams and departments.
3. Knowledge of a combination of Canva, Davinci, Adobe Premier, Final Cut, After Effects.
4. Ensure all design outputs meet University brand guidelines and accessibility standards (e.g.; colour contract, typography, readability)
5. Liaise with internal stakeholders, including marketing officers and academic schools to understand design briefs and deliver creative solutions to agreed timescales.
6. Collaborate with the Social Media & Content Creator to design digital assets for campaigns across Instagram, LinkedIn, Facebook, TikTok, and other platforms.
7. Create digital assets for use on the University website, landing pages, email newsletters and CRM campaigns.
8. Work closely with external printers and suppliers, preparing and checking artwork to professional productions standards.

9. Provide guidance to colleagues using self-service templates, ensuring consistent design quality across the University.
10. Maintain the central image and design asset library, ensuring correct usage rights and appropriate file management.
11. Adapt existing artwork for use across different formats and platforms, ensuring version control and accuracy.
12. Advise on formats and best practice for visual content creation across different channels and devices.
13. Undertake photo retouching and simple video editing, where needed, for campaigns or events.
14. Support the Head of Digital Marketing and wider marketing team with creative input for new campaigns and visual storytelling ideas.
15. Attend team meetings and planning sessions, contributing creative insight and visual communication expertise.
16. Ensure all creative content is inclusive, appropriate for diverse audiences and reflective of the University's values.
17. Stay up to date with sector and design trends, advising on new tools or techniques that could improve creative outputs.
18. Ensure efficient file handling, backup and versioning, adhering to GDPR, copyright and brand usage policies.
19. Assist with ad-hoc design projects, including campaign identities, internal comms and special projects (e.g Graduation, Open Days).
20. Ensure a safe working environment and abide by university health and safety policies and practices and to observe the University's Equal Opportunities policy and Dignity at Work policy at all times.
21. Ensure and maintain integrity and confidentiality of data and associated data protection requirements in line with statutory and corporate requirements.
22. Awareness of environmental and sustainability issues and a commitment to the University's associated strategy with respect to performance / delivery of key responsibilities of the role.

**Note:**

This is a description of the position requirements as it is presently constituted. It is the University's practice to periodically review job descriptions to ensure that they accurately reflect the position requirements to be performed and if necessary update to incorporate changes were appropriate. The review process will be conducted by the relevant manager in consultation with the post holder.

Please note that this appointment may be subject to Disclosure and Barring Clearance.

## Person Specification

<b>Position:</b> Graphic Designer		<b>Reference:</b> MRA-087/P	
<b>School/Service:</b> Marketing, Recruitment and Admissions		<b>Priority</b>	
<b>Criteria</b>		<b>(1/2)</b>	<b>Method of Assessment</b>
<b>1 Qualifications</b>			
1 a)	Honours degree in graphic design, visual communication or related field.	Priority 1	Application Form
1 b)	Additional training or certification in digital design or accessibility.	Priority 2	Application Form
<b>2 Skills / Knowledge</b>			
2 a)	Strong skills in Canva, Davinci, Adobe Premiere, Final Cut, After Effects	Priority 2	Application Form / Interview
2 b)	Knowledge of creating print-ready and digital assets to professional standards.	Priority 1	Application Form / Interview
2 c)	Understanding of brand compliance and accessible design best practice.	Priority 1	Application Form / Interview
2 d)	Ability to create and manage design templates in tools like Canva, InDesign or PowerPoint.	Priority 1	Application Form / Interview
2 e)	Familiarity with CRM, web and social media design specifications.	Priority 2	Application Form / Interview
2 f)	Ability to manage multiple projects and deadlines effectively.	Priority 1	Application Form / Interview
<b>3 Experience</b>			
3 a)	Experience in a graphic design or creative role, ideally in a marketing or communications teams.	Priority 1	Application Form / Interview
3 b)	Experience managing brand identity across a variety of design outputs.	Priority 1	Application Form / Interview
3 c)	Experience working with internal clients or non-design stakeholders.	Priority 1	Application Form / Interview
3 d)	Experience working with prints and preparing artwork for production.	Priority 2	Application Form / Interview
3 e)	Experience maintaining a design asset library or digital asset management system.	Priority 2	Application Form / Interview
<b>4 Personal Qualities</b>			
4 a)	High attention to detail and a strong sense of layout, colour and typography.	Priority 1	Interview
4 b)	Proactive, organised and responsive to feedback.	Priority 1	Interview
4 c)	Able to explain design choices to non-specialists.	Priority 1	Interview
4 d)	Team-oriented and collaborative in a cross-functional environment	Priority 1	Interview
4 e)	Commitment to equality, diversity and inclusion.	Priority 1	Interview
<b>5 Other</b>			

5 a)	Willing to undertake staff development, which may take place outside the University	Priority 1	Interview
5 b)	Awareness of the principles of the Data Protection Act, Health and Safety, Freedom of Information Act, Prevent and the Bribery Act	Priority 1	Interview
5 c)	Commitment to the University's policy on equal opportunities and diversity	Priority 1	Interview
5 d)	Available to work flexibly and travel as appropriate in order to meet the needs of the services	Priority 1	Interview

Note:

1. **Priority 1** indicates **essential** criterion – an applicant would be unsuccessful if unable to satisfy all Priority 1 criterion.
2. **Priority 2** indicates **desirable** criterion - applicants failing to satisfy a number of these are unlikely to be successful.
3. It is the responsibility of the employee to ensure any professional accreditation/membership remains current
4. Employees are expected to have access to suitable IT equipment and broadband internet access at home to work remotely if required