# **Text  Description automatically generated with medium confidence**

# **JOB DESCRIPTION**

# **Job Title: Graphic & Web Designer**

## Reporting to: Marketing & Communications Manager

**Place of Work: Student Centre, Talbot Campus**

**Hours of Work: Full Time, Usual office hours – occasional evening and weekend work**

**Salary:**   **£20,600 - £24,174 (Grade 3 – National Single Pay Spine)**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Purpose of Role**

To lead on the creation and development of eye catching and compelling designs to market the entire breadth of SUBU’s opportunities to 17,000 students. As an integral part of the communications team, you will be responsible for looking after the graphic design and print process end to end. You’ll drive the brand, values, and strategic themes of SUBU through the creation of a range of print and digital assets.

To lead on the development and design of SUBU’s websites and online activity. By using CMS platforms and bespoke coding, you will be responsible for optimising website functionality, appearance and usability with the aim of increasing engaging.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Key Tasks**

* Organisational Duties: Oversee comms ticketing system and maintain schedules of design and web work from various SUBU departments. Working with the Marketing & Communications Manager to set job priorities and action dates on a regular basis. Working with student staff or external sources to manage workload and ensure all deadlines are met.
* Project duties: Working on design and web projects independently or within a team, according to an agreed design brief. Developing concepts and ideas into fully worked out design and web solutions for new and existing projects. Working to a very high level of accuracy to ensure a quality end product. Ensuring SUBU’s brand is adhered to and incorporated in all projects. Seek approval of all design work with the Marketing & Communications Manager before proofing with the client.
* Communication duties:Liaise with SUBU departments to ensure a full project brief is established prior to design work beginning. Actively share progress of projects assigned to the Communications team during regular meetings.
* Web duties: Lead on the layout and look of SUBU websites to ensure that they are engaging, on brand and easy to use. Ensure that the user experience is straight forward, fast and meets expectations of our users. Ensure that the SUBU website content is managed appropriately by departmental staff where possible. Liaise with website host over maintenance, improvements and refinements required.
* Reviewing & Evaluation Duties: Supporting the evaluation of marketing efforts and tracking of campaign progress to further the development, implementation and guardianship of SUBU’s brand and Communications Strategy.
* Analytical Duties: Help produce Communications Team performance reports by monitoring the key web analytics, membership activity levels and departmental application use.
* Administrational duties: Email, diary management as required. Liaising with a range of suppliers to place orders, arrange payment and keep track of materials. Keep records of design work, campaign content and archive of past work. Process invoices and student wages, with authorisation from the Marketing & Communications Manager when additional resource is required. Keep track of all SUBU’s websites, hosts and URLs. Work within agreed budgets, reporting and areas of concern immediately to the Marketing & Communications Manager.
* Key Union Events Duties: assist with the organisation and administration of the larger Union events such as Fresher’s, Summer Ball, Student Awards, Elections.
* Advice & Guidance: Offering informed, expert advice to the wider Comms Team, SUBU staff and Officers on best practise for design principles and technology.
* Sustainability Duties:To operate within the Union’s ethical and environmental parameters for all purchasing and communication decisions and reflect this in the work for other departments.

**General for all staff**

* The principle roles and responsibilities will change from time to time and the post holder is required to undertake any additional duties as deemed appropriate.
* Staff must always adopt and endorse the company’s Vision and Mission Statement and all supporting policies, across all aspects of the role.
* Staff are required to have a Personal Development plan and to participate in training, meetings or conferences considered relevant to their job.
* Staff must carry out their duties with full regard to the rules policies and procedures and conditions of service contained in the staff handbook
* To abide by the company’s policies and procedures
* To adhere to all health and safety legislation
* SUBU is committed to promoting, educating, and taking direct action on environmental sustainability. All SUBU employees are expected to integrate environmental sustainability values and action into their role where feasible.
* **To undertake any other task that is deemed reasonable within your skill set.**

**Person Specification**

|  |  |  |
| --- | --- | --- |
| Education & Professional Qualifications  | Essential  | Desirable  |
| Graduate level qualification or equivalent with a graphic arts or design element | x  |   |
| Experience  |   |   |
| At least one years’ experience relevant graphic design and web work experience  |   | x  |
| Experience and success in generating reach through the use of design and web elements  | x  |   |
| Experience of working within a student or similar membership engagement organisation  |  | x   |
| Knowledge  |   |   |
| Thorough understanding of pre-press, printing processes and digital platforms | x  |   |
| Good working knowledge of scripting languages, including CSS, HTML and Javascript.  | x  |  |
| Understanding of brand image within print and web design  | x  |   |
| Understanding of Student Unions and wider student movement |  | x |
| Understanding of additional design tools and web coding |  | x |
| Skills  |   |   |
| Strong interpersonal skills  |  | x |
| Ability to manage multiple projects to tight deadlines in a fast-paced environment | x  |   |
| Expert in use of Adobe Creative Suite | x  |   |
| Creative flair, accuracy and an eye for detail  | x  |  |
| Values & Attitude  |   |   |
| Demonstrates an inclusive approach to engagement with members and staff  | x  |   |
| Highly self-motivate, proactive and able to work under own initiative to anticipate and plan work requests | x |  |
| Professional, friendly and flexible attitude.  | x  |   |
| Seeks continuous improvement through the application of learning, innovation and new ideas  |   | x  |
| Motivated by results and improved outcomes  | x  |   |