

JOB DESCRIPTION

Job Title: Graphic Designer

Responsible to: Head of Marketing

Responsible for:

1. Job Purpose

- Work as part of a team within the Marketing, Admissions and school liaison team to support the customer journey, at different stages, with effective promotional and marketing materials.
- Maintain consistent brand identities across the college including: Tameside College, Clarendon Sixth Form College, higher education, and Apprenticeships by managing key elements of the brand guidelines (logo, font, imagery etc.)
- Create promotional campaigns to raise awareness of key services and products with target audiences by developing communications that can be personalised to different channels including the website and social media.

2. Key Responsibilities

- Work with a wide range of media including: photography; computer aided design; Adobe Illustrator; Adobe InDesign; Adobe Photoshop; Adobe Acrobat; Quark Express; PowerPoint; and film editing software such as iMovie.
- Research campaign ideas with target audiences through: focus groups; online surveys and social media polls

3. Specific Duties

- Work with team members to measure the effectiveness of campaigns using different analytic tools such as Google Analytics; social media Insight tools; and Tweet Deck.
- Take photographs and direct photographers with clear and strong creative briefs that reflect the core values of the college brands.
- Plan the creation of promotion campaigns by scheduling different aspects of the plan: creative brief, case study collation; campaign content; photography schedule; print deadline; production and cost. Key projects include: prospectus and summer campaign.
- Liaise, brief and prepare artwork for suppliers: printers, outsourced designers.
- Take briefs from internal and external teams that establish clear communication aims and objectives

4. General Duties

- To promote equality and diversity through: the range, style, imagery and accessibility of promotional material in print and by digital channels.
- Ensure all college events adhere to the brand guidelines for specific audiences; HE Graduation; open evening; Apprenticeship Awards evening.
- To review all aspects of work including: proof reading; quality; timescales.
- Undertake staff development as appropriate to ensure professional development remains current
- Participate and contribute to team meetings
- Any other duties commensurate to the grade of the post

5. Budget Responsibility

The post holder **is not** a budget holder under the College's accounting systems and is required to observe and comply with the financial regulations of Tameside College at all times.

6. Continuing Professional Development

The post holder will proactively take part in the College's Appraisal process and be expected to attend training and continuous professional development events and be responsible for their own professional updating.

7. Health and Safety

The post holder will be required:

- To take reasonable care to safeguard their own safety and that of others with whom they work;
- To cooperate with designated officers named by the Governors and/or the Principal and any other designated College manager to enable the College to comply with its obligations under Health and Safety legislation.
- Not to interfere with or to misuse anything provided in the interests of health and safety or welfare.
- To report immediately any defects in plant, equipment or the working environment

8. Equality and Diversity

Tameside College is committed to the provision of equal opportunities. All employees have a duty to ensure unfair discrimination does not occur and to support the implementation of the College's Equality policy as appropriate.

9 Values

Tameside College values are an essential part of the College achieving its core purpose and it is an expectation that these are adopted in daily working. These include:

- Respect for learners and staff
- Professionalism
- Excellence in service delivery
- Commitment

- Transparency

10. Safeguarding Children and Vulnerable Adults

Tameside College recognises that it has a statutory and moral duty towards safeguarding the welfare of children, young people and, if appropriate, vulnerable adults who participate in any College activities and expects all staff to share this commitment.

11. College Policies and Procedures

Comply with College Policies and Procedures and the Staff Code of Conduct which can be accessed via Learning Box.

Perform such other duties as reasonably correspond to the general character of the post and are commensurate with its level of responsibility.

NOTE:

The job description is current as at the date of the appointment. In discussion with your line manager your job description may be varied to reflect or anticipate changes in or to the post and you may be required to undertake other duties commensurate with the grade of your post.

Graphic Designer - Person Specification

	Essential	Desirable	How?
Qualifications & Training	<ul style="list-style-type: none"> • Educated to HND level in graphic design or closely related discipline. • Good GCSE passes in Maths and English. 	Educated to degree level in graphic design or closely related discipline.	Application Form
Specialist Knowledge	<ul style="list-style-type: none"> • A broad understanding of the creative process. • An understanding of the print process. 	An understanding of further education and the market it serves.	Application Form Interview
Experience	<ul style="list-style-type: none"> • Delivering design projects on time and in budget. • Experience of working in a studio or office-based environment. • Experience of working in a small team. 	Experience of working in an educational or commercial environment in a graphic design role.	Application Form Interview
Skills and Attributes	<ul style="list-style-type: none"> • Apple Mac literate and Proficient user of Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Quark Express, iMovie. • Creative design skills • Good written and verbal communication skills. • Ability to work independently and as part of a team. 	<ul style="list-style-type: none"> • Post artwork production skills for print. 	Application Form/Interview Assessment
Other	<ul style="list-style-type: none"> • DBS check on application • Ability to manage a confidential service. • Ability to work on own initiative. • Ability to work to a high degree of accuracy. • Willing to demonstrate commitment to the demands of the post through regular and punctual attendance. • Fit for the duties of the post 		

E = Essential D = Desirable A = Application O = Observation I = Interview T= Test