

Job description

Job Title	Lead Graphic Designer
Reports to	Head of Marketing & Communications
Responsibilities	<ul style="list-style-type: none"> • Lead for all graphic design activities. • Building, producing and delivering creative output both internally and externally. • Understanding and refining briefs through liaison with internal stakeholders. • Managing timings to deliver all graphic design activity. • Communicating with people, managing expectations and multiple deadlines.
Accountabilities	<ul style="list-style-type: none"> • Building our employer brand. • Understanding the EVP strategy and creating through design our brand identity and portfolio, in order to achieve strong awareness and recognition. • As a brand guardian, ensure all work remains true to brand guidelines. • Commitment to producing work that drives positive commercial impact. • Delivering design activity; including print, digital, video, HTML and other formats; requests from across the business and producing concepts through to finished creative – ensuring designs are creative, interesting, on-brand and meet the brief. • Producing print ready artwork for publication across different channels. • Supplying artwork to advertising publications and print suppliers for production. • Working with suppliers to find appropriate production solutions to support stakeholders with requirements and quotes. • Managing the workflow system to brief work.

Person Specification

Knowledge and Experience	<ul style="list-style-type: none"> • Creative skills with a logical approach. • Provision of high-level customer service to internal customers • Good working relationships with internal stakeholders and influencing at a senior level. • Creating html emails and produce new templates as required. • Managing complex briefs through to creative execution. • Working collaboratively within the Marketing team. • Good understanding of working with brand guidelines. • Ability to meet tight deadlines in a demanding environment. • See projects through from concepts through to production. • Basic knowledge of print production.
Qualifications & Requirements	<ul style="list-style-type: none"> • Relevant degree, or equivalent. • Highly Mac or equivalent proficient. • Experienced in full Adobe Creative suite, especially InDesign, Photoshop and Illustrator. • Ability to produce creative and interesting animations using motion graphics and bespoke illustrations. • Ability to produce a consistently high standard of work, across print, web and social. • Experience of working within the social care sector desirable. • Motivation to maintain and improve design standards. • Ability to take constructive feedback and use it to improve. • Exceptionally organised and able to work flexibly and autonomously taking responsibility for own work. • Ability to work remotely.

