

DEMELZA HOSPICE CARE FOR CHILDREN

JOB DESCRIPTION

JOB TITLE - Graphic Designer

REPORTS TO - Creative Services Manager

RESPONSIBLE FOR – Marketing/Comms Volunteers

PURPOSE OF ROLE

Under the guidance of the Creative Services Manager, produce relevant and engaging concepts, visuals, layouts and final artwork; applying Demelza's visual identity creatively and consistently across a range of touchpoints, including both print and digital.

The Graphic Designer will play a key role in helping to build brand love across Demelza; considering audience insight and the objective of each communication, and support the production of high-quality graphic designs for various internal teams and external stakeholders.

KEY RESPONSIBILITIES

- Design creative, engaging, and stand-out visual content across a range of print and digital communications
- Striving alongside marketing and communications colleagues and in-house 'clients' to produce many and varied effective and innovative visual communications for a range of audiences
- Working with the Creative Services Manager to ensure all outputs produced are on schedule, to brief and to budget, working within Demelza's brand, audience priorities and overall marketing and communications strategy
- Understanding project requirements and ideas
- Work collaboratively with colleagues and internal clients to find appropriate solutions
- Work to briefs, deadlines and quality standards as set by the Creative Services Manager
- Working with the wider marketing team to support with team initiatives as well as being on call for social media monitoring at weekends.
- To undertake any other reasonable duties that may be appropriate in order to help achieve the organisation's objectives.
- To manage external partners, including sourcing print quotes, to support delivery of creative materials particularly designers and printers.

PERSON SPECIFICATION

Essential

- Knowledge of graphic design and visual communications to a degree level or equivalent experience
- Proven experience of creating marketing communications outputs in response to client briefs
- Knowledge of InDesign, Illustrator, Photoshop and QuarkXpress to a high degree
- Experience of managing organisational brand and applying a visual identity creatively and consistently across a range of touchpoints, both in print and digitally
- Ability to build positive relationships and work collaboratively with colleagues and key stakeholders, as well as working independently
- Self-motivated, hardworking, with excellent attention to detail
- Ability to prioritise, manage and co-ordinate a number of projects simultaneously
- Experience of delivering projects on time and within agreed specifications
- A talent for creativity and problem-solving

Desirable

- Video editing
- Third sector experience

The tasks listed in this job description are not designed to be exhaustive and may vary from time to time according to the needs of the organisation. This document will be reviewed in consultation with the post holder as the role and services provided by the organisation develop.

Demelza is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment.

Employees are required to attend mandatory training as required by their role. Employees are expected to make reasonable efforts attend and engage in development training as part of their role within Demelza. Training may be delivered through a variety of on site and off site methods.

All employees are required to participate in staff performance reviews and supervision and to make all reasonable efforts to attend training and staff development as identified and agreed.

Employees must take the initiative to actively seek out training updates required for their role and for mandatory training, within training expiry time frames. Employees can find their current training records on the HR Database.

ISSUE DATE: September 2020

REVIEW DATE: September 2021

VERSION NUMBER: 1