

<b>Title:</b>	<b>DESIGNER</b>	<b>Ref: 0225</b>
<b>Grade:</b>	Band 3, London	
<b>Salary:</b>	Spine points 33 – 29 Starting salary £43,715 p.a. rising to £48,846 p.a.	
<b>Location:</b>	PCS Clapham	
<b>Purpose of the job:</b>	<p>To assist in maximising the potential for union growth, development and success through managing and supporting the work of the department/unit, in line with PCS policy and our ethos as an organising union.</p> <p>To create design solutions to PCS staff, members and reps, that align with the union's brand guidelines, standards and objectives.</p>	
<b>Responsible to:</b>	Band 4, line manager	
<b>Responsible for:</b>	N/A	
<b>Contacts</b>	<b>External:</b> Freelancers, photographers, printers and suppliers, PCS reps and members.	
	<b>Internal:</b> PCS staff and officials, Bargaining, Organising, Campaigning, Support Services, Balloting, Print & Distribution, Digital and other internal departments.	

## Main duties and responsibilities

### 1. Design

- Conceive, develop and create compelling graphics for campaigns, reports, newsletters, social media, websites, videos and event materials
- Help maintain a strong, consistent visual identity across all union communications
- Work collaboratively with others to design and deliver inclusive and accessible content that meet the needs of all users
- Create infographics and data visualisations to simplify complex information
- Execute multiple design projects from concept to completion, meeting deadlines and budget requirements
- Prepare artwork, reports and other documents for print production and digital use
- Stay up-to-date with design trends and industry best practices
- Ensure all photography and illustration reflects PCS's Equal Opportunities Policy
- Work with colleagues across PCS to ensure timely planning of communications work ahead of key events, ballots, etc
- Work with the Technology Services and Communications Team to help deliver effective digital communications
- Contribute to project-based work
- Contribute to PCS's social media work

**2. Training and support**

- Advise staff members and lay reps in the effective use of design in communications
- Develop good working relationships with staff and reps to ensure that the union's communications are effective
- Advise PCS staff and other contributors about effective design strategies relevant to their specific needs

**3. People Management (where appropriate)**

- Check work standards and maintain consistent quality of delegated tasks
- Proactively promote diversity issues in line with the wider PCS approach
- Ensure that the health, safety and welfare of staff is maintained and improved, in accordance with PCS and statutory policies
- Deputise for line manager when required

**4. Team Working**

- Proactively promote team working
- Actively participate in team meetings as appropriate
- Maintain high levels of confidentiality of sensitive issues at all times
- Provide support to team members

**5. General**

- At all times implement and promote the PCS's Equal Opportunities Policy adhering to the PCS Values
- Take due and reasonable care of self and others in respect of Health & Safety at Work
- Participate in appraisal, training and development systems
- In all work activities, comply with data protection legislation and PCS's requirements for the protection of personal information and the privacy of individuals
- Act in a manner that enhances the work of the PCS and its overall public image
- Such other duties that may reasonably be required and which are within the level of the responsibility of this post
- Willing to work outside normal office hours and location on occasion and with advance notice

## Person Specification



Public and  
Commercial  
Services Union

<b>Post:</b>	DESIGNER	<b>Ref:</b>	0225
<b>Date:</b>	April 2025	<b>Location:</b>	Clapham

FACTORS	ESSENTIAL
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>Minimum 3-years' experience, preferably in a campaigning, non-profit, or trade union environment</li> <li>Experience of translating basic design briefs into innovative and compelling designs and translating complex ideas into impactful and eye-catching graphics</li> <li>Experience with digital design, including social media assets, web design, video editing and email marketing</li> <li>Project management involving multiple stakeholders and competing priorities</li> </ul>
<b>TRAINING (including continuous professional development)</b>	<ul style="list-style-type: none"> <li>Evidence of ongoing training and continuing professional development</li> <li>Commitment to undertake job-related training</li> <li>Commitment to participation in the appraisal and development review process</li> <li>Commitment to staff development</li> </ul>
<b>KNOWLEDGE</b>	<ul style="list-style-type: none"> <li>Knowledge and understanding of trade unions, campaigning and work of the public sector</li> <li>Knowledge of design and print processes and trends</li> <li>Impact and use of Digital and IT applications in a trade union</li> <li>Strong proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and a working knowledge of Premiere Pro and Microsoft 365 applications</li> </ul>
<b>SKILLS</b>	<ul style="list-style-type: none"> <li>Ability to communicate effectively using written and oral channels, including reports and presentations, with a variety of audiences</li> <li>Ability to work with others to understand and explain detailed project requirements and create design solutions</li> <li>Excellent attention to detail and the ability to work on multiple projects simultaneously</li> <li>Creative illustration of on-brand ideas for a diverse audience</li> </ul>
<b>OTHER</b>	<ul style="list-style-type: none"> <li>Commitment to the application of equal opportunities policies and practices at work</li> <li>Understanding of own role in maintaining legal compliances within PCS (e.g. data protection; health and safety)</li> <li>Flexible approach to work and willing to work outside of normal office hours and location on occasions</li> </ul>