A black and white logo

Description automatically generated

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| **Job Title:**  Graphic Designer  **Reporting to:**  Director of Marketing, Communications and Admissions  **Base**: Hybrid work covering all sites (Base at Roundhouse) |
| **Hours:** 37 hours per week, 52 weeks per year  **Contract Type:** Support  **Holidays:** 20 days per year, plus service increases, plus 6 College closure days where applicable and 8 statutory days per year  **Salary:** £30,451 per annum |
| **Job Purpose**  A key role within the Marketing Attraction and Admissions team to apply creative thinking within an education and inclusive design. Working directly with support teams to raise student engagement, staff collaboration, and the Group visual identity to our key stakeholders.  To apply design skills in a purpose-driven environment, working across print, digital, and event platforms to create impactful, accessible, and inspiring content. |
| **Key Responsibilities**   * To develop, maintain and evolve the Group visual identity across platforms. * To create engaging designs for publications, posters, social media, and web graphics. * To ensure all materials meet accessibility standards and reflect inclusivity. * To manage multiple design projects and deadlines efficiently. * To collaborate with Marketing Officers and external designers/agencies. * To organise workflows to meet publication and campaign timelines. * To plan and brief photo shoots for events and campaigns. * To select and edit images that reflect diversity and align with brand messaging. * To ensure proper consent and usage rights for all imagery. * To handle all print requests, quotes, and procurement in line with Group regulations. * To prepare print-ready files for internal production and liaise with external suppliers for quality control. * To archive assets effectively and efficiently for future use and adaptation including image consent recording. * Assist the Group activities at key events such as open evenings, enrolment and invigilation.   **Corporate Responsibilities**   * Contribute to the College's strategic direction and operational effectiveness. * Ensure the responsibilities of the post are carried out in a way that reflects the values and standards expected of the College. * Comply with administrative procedures for the effective collection, interpretation and actioning of college management information. * Deliver on key performance indicators and continuous improvement across the College. * Model the highest professional standards in all aspects of this role including providing a professional customer service to internal and external customers. * Ensure that quality standards are set, monitored and reviewed within the section. * Liaise effectively with industrial, commercial and educational partners. * Fully participate in Team Meetings, professional development, events, discussions and any other activities commensurate with the duties and responsibilities of this post. * Proactively identify and participate in personal/team training and development needs * Proactively promote and comply with all relevant College practice, guidelines, policies and procedures, and legislation, including but not limited to: Safeguarding, Equality and Diversity, Health and Safety, and Data Protection. * Undertake any other duties and responsibilities as may be reasonably required by senior personnel in response to changing demands in personal, sectional or the College’s workload. |
| **Person Specification** |
| **Competencies** **Essentials**   * Excellent communication and collaboration skills. * Ability to manage feedback constructively and revisions diplomatically. * Organised and efficient in handling multiple projects. * Creative: Brings fresh ideas while respecting brand guidelines. * Empathetic: Designs with diverse audiences in mind. * Adaptable: Responds well to feedback and shifting priorities. * Detail-Oriented: Ensures high-quality, error-free output. * Curious: Keeps up with design trends and seeks continuous improvement. * Diplomatic: Navigates approvals and revisions with professionalism. * Passion for education and student engagement. * Cultural sensitivity and awareness. * Commitment to inclusive design principles and user-centered thinking. |
| **Knowledge & Experience**  **Essential**   * Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign). * Experience with Canva or Figma for collaborative design. * Basic animation or video editing (Premiere Pro, After Effects). * Strong understanding of typography, layout, and accessibility. * Experience designing both print * Knowledge of WCAG accessibility standards. * Experience designing for neurodiverse audiences and dyslexia-friendly formats. |
| **Qualifications**  **Essential**   * Maths & English GCSE at level 4 or above * Relevant design qualification |