

## Role Description

<b>Role Title</b> Graphic Designer	<b>Pay Grade:</b> Scale 6 £23,191-£26,111
<b>Normal Place of Work:</b> College Green with travel to other sites	<b>Line Manager:</b> Head of Marketing
<b>Normal Working Hours:</b> 37	<b>Responsible For:</b> N/A

### ROLE PURPOSE

### KEY ROLE FUNCTIONS:

- Produce and organise print and digital creative solutions that satisfy the marketing needs of City of Bristol College, from conception to delivery.
- Support in delivering marketing collateral across multiple online and offline platforms as part of an integrated marketing and communications team.

### PRINCIPAL ACCOUNTABILITIES

1. To work closely with the Head of Marketing and the marketing team to ensure all multimedia content work answers the brief and is delivered within deadline.
2. Support the marketing team's creative direction for all marketing collateral regarding internal/external facing marketing campaigns, ensuring high-quality, innovative, high-performing content.
3. Being a guardian of the college's brand guidelines and maintaining the college's brand aesthetic across all markets, delivering work which talks directly to/and broadens our target audience.
4. Expertise in the use of Adobe Creative Suite
5. To liaise with external printers to obtain print quotes and negotiate costs within the agreed budget.
6. To take responsibility for art working, submission, and quality checking of all printed material.
7. To work with the College's web development agency and the marketing Web Editor/Copywriter and contribute to the website's design in line with corporate and government accessibility guidelines.
8. To work with the marketing team and contribute to general marketing efforts, as required (i.e. support open events, applicants' days and enrolment sessions)
9. To keep up to date with design trends, techniques, and systems. Recommend upgrades for hardware/software to keep current within the industry's requirements and standards.

10. Monitor the multimedia content activities of competitors and organisations of similar size, occasionally presenting these findings to the Director of Marketing, Sales and Student Services.
11. Ability to communicate with a wide range of colleagues across all levels of the organisation.
12. Ability to prioritise workload and work under pressure to meet conflicting/simultaneous deadlines.
13. Work effectively with interns and work experience students.
14. Participate in regular team meetings
15. Meet personal performance targets

### Key Relationships

All posts within the College require a high degree of team working. In particular, the post holder will need to develop and maintain key relationships, including:

Director of Marketing, Sales & Student Services	To provide information regarding competitors' visual communications as well as overview of latest industry trends and opportunities for development of the College's own brand identity.
Head of Marketing	To work under the guidance of the head of Marketing to develop a wide range of briefs into concepts and final designs all to brand standard. Support the development of new strands of our existing brand identity. Execute projects as required on time, budget and quality.
Marketing Team	To collaboratively develop and deliver internal/external facing projects and campaigns. Support colleagues in delivering their role's objectives.
Extended college staff including HoDs, MIS and other support staff.	To work with members of college and under the guidance of the Head of Marketing, to schedule in, develop and deliver a variety of creative projects for teams across the college.
External designers/printers	To develop an effective working relationship with the college's provider of print and reprographics service, ensuring that quotes are sourced in line with the college's procurement guidelines and meet budget as well as quality expectations.

### Generic Responsibilities

- To represent and promote the College brand values internally and externally; acting as an ambassador for the College
- Promote the College's student first ethos, ensuring that the student experience is uppermost in policy and decision making
- To actively promote and act, at all times, in accordance with College policies, including, but not limited to: Health and Safety, Equal Opportunities, Prevent and Safeguarding, the Staff Code of Conduct and the College's Financial Regulations
- To actively promote and adhere to agreed College values and actively promote the College both internally and externally.
- To participate in the College Annual Appraisal Process, contributing to a culture of self-reflection on practice and continuous professional development
- To facilitate the achievement of the College's quality objectives including those from external bodies
- To undertake other reasonable duties commensurate with the level of post.
- Meet personal performance targets
- Work collaboratively and effectively with the relevant staff to ensure that all cross-College processes and procedures including financial procedures are consistently applied, and carried out in a timely manner
- Attend training events which relate to your role.
- Undertake such other duties as may reasonably be required of you commensurate with your general level of responsibility at your place of work or at any of the College's centres.

**SPECIAL CONDITIONS**

- To work to ensure continuous quality improvement and service excellence.
- The post holder may be required to undertake occasional evening and weekend work.

**Values**

To role model the College values of: Inclusivity, Respect, Ambition and Honesty

**Behaviours**

To role model and consistently exhibit: student focus; high expectations and aspirations for all; focused on progression and employment; pride in what we do and our place in the city; collaborative and continually improving.

## Person Specification

	Essential	Desirable	How assessed*
<b>QUALIFICATIONS</b>			
Graduate or equivalent in a graphic design qualification or relevant experience in a relevant role	✓		AF/Cert
Minimum of five GCSEs, including English and Mathematics at Grade C/Grade 5 or above (or equivalent qualifications)	✓		AF/Cert
<b>KNOWLEDGE AND EXPERIENCE (UP TO DATE/ CURRENT)</b>			
Natural ability and flare for creative and design.	✓		AF/IV
Experience in the use of Mac hardware	✓		
Experience working with brand guidelines		✓	
Strong knowledge of printing processes (e.g. setting up work for external print)	✓		AF/IV
Experience of typesetting and layout skills	✓		AF/IV
Experience in proofreading and copy checking		✓	AF/IV
Strong experience of using the Adobe Creative Suite; especially Photoshop, Illustrator and InDesign	✓		AF/IV
Experience in using video & photography software such as Premiere Pro, Adobe After Effects and Lightroom		✓	AF/IV
Previous design experience in the Business-to-Consumer or Business-to-business sector.		✓	AF/IV
Previous experience working within a marketing department.		✓	AF/IV
Social media content creation		✓	AF/IV
<b>SKILLS AND ABILITIES</b>			
Ability to manage and prioritise workload	✓		AF/IV
Ability to work to short time frame deadlines	✓		AF/IV
Ability to work on own initiative	✓		AF/IV
Flexible approach	✓		AF/IV
Ability to work as part of a team	✓		AF/IV
Effective communication & interpersonal skills.	✓		AF/IV
A proven commitment to equal opportunities and an understanding of the college's Equal Opportunities Policies	✓		AF/IV
Attention to detail to enable the keeping of accurate records.	✓		AF/IV
A commitment to safeguarding and promoting the welfare of children, young people and vulnerable adults	✓		AF/IV

**\*Assessment method:**

AF = Assessed via application form  
 AT = Assessed via test/work-related task

IV = Assessed via interview  
 Cert = Certificate checked at interview

**Signed** Philip Morrison

**Date** 15/08/24