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| cid:image003.png@01D2932A.1F9825A0 | | | **ROLE PROFILE** | | | | |
| Junior Designer - Marketing | | | | |
| **Reports to:** | Studio Workflow Manager | | | | | | |
| **Grade:** | Senior Customer Service & Technical Support | | | | | **Job Family:** | Marketing Product & Comms |
| **Leadership Responsibility:** | Direct Reports: | 0 | | Indirect Reports: | 0 | **Regulatory Information:** | Not Applicable |
| **Location:** | Binley, Coventry. Team-led hybrid working arrangements apply. | | | | | **Working hours:** | 35 hours per week, Mon - Fri |
| **Effective Date:** |  | | | | | **WD Job Code:** |  |
| **ABOUT THE ROLE** | | | | | | | |
| Reporting to the Studio Workflow Manager, this role provides support and shared services to the wider Marketing function as part of the Design Team. The role will be responsible for:-   * The design of campaign materials and assets across all areas of the Society. * Presenting ideas to peers, manager and relevant stakeholders. * Maintain consistently high standards, ensuring that all elements of the Society’s offline collateral are in-line with the Society’s Visual Identity (VI) guidelines. * Review marketing design trends and changes in associated technology, bringing fresh ideas to the team. * Collaboration within the design team, maintaining a consistent level of detail, efficiently work through high volume and confidently raising relevant questions and challenging ideas that do not fit within our VI. * Strong communication skills are needed to keep stakeholders updated on project progress. | | | | | | | |
| **ABOUT YOU** | | | | | | | |
| The successful candidate will: -   * Demonstrate very strong Adobe Creative Suite core application skills and have a good understanding of the technical ability of the core software. * Have an excellent eye for detail. * Have good organisational skills. * Be comfortable gaining buy in from the team and stakeholders to continually raise standards of output. * Always be looking for how updates in creative software can be used to aid more effective and efficient ways of working within the team. | | | | | | | |
| **REQUIREMENTS:** | | | | | | | |
| **Role related knowledge**   * A good understanding of the channels that the Society uses for brand, advertising and collateral. * Strong expertise in brand consistency. * Ability to support a team and drive continued development of brand consistency. * A strong understanding of the flexibilities and constraints of a corporate VI. * A continual eye on design trends within all of our used channels.   **Professional qualifications or essential experience required:**   * A degree in Graphic Design or equivalent. * Background in a working design studio, internal function or freelance project work. * Demonstrable experience in effectively managing stakeholder expectations or evidence of supporting a team within a large campaign. * Advanced proficiency in Adobe Creative Suite – especially Photoshop, InDesign and Illustrator. After Effects and Premier desirable but not necessary. * Good written and verbal skills.   **Preferred but not essential**   * Experience of managing stakeholders * Experience of pitch related pre-work and/or delivery of pitch work to clients | | | | | | | |

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| **YOUR KEY RESPONSIBILITIES**. (Additional detailed performance objectives will be set by your manager) | |
| **General Profile** | * Reviews daily the working project list on My Campaign project management tool. * Conduct reviews of own workload and provide feedback of items that are not achievable to the team in daily stand ups. * Manages stakeholders expectations on projects and timeframes set for briefs. * Prioritises own workload and helps others when required. |
| **People & Relationships** | * Develop and maintain strong and effective working relationships internally, particularly with product, marketing and strategy, Operational areas, CFC, Digital, and Corporate Comms. * Build strong working relationships with our print function, CFC, understanding all of the challenges with the society’s print collateral. * Develops and maintains strong and effective relationships with stakeholders who own campaign briefs. |
| **Governance, Risk & Controls** | * Ensures they and the team adheres to and maintains existing guidelines, templates and documents associated with the current VI. Helps to generate and owns new process documentation guidelines where appropriate. * Understands and exhibits knowledge of compliance and legal constraints to designed assets. |
| **Impact, Scale & Influence** | * Manage expectations on projects when the Senior Artworker, Senior Designers and Team Manager are not present. Present on new knowledge on VI back to wider team within marketing meetings and PM&S quarterly’s. * Be an active member of groups, workshops, lunch and learns and campaign meetings. |
| **Decision Making / Problem Solving** | * You will be required to make day-to-day decisions on your allocated projects coming through on My Campaign from the marketing team and to manage your stakeholder’s requirements. * Will proactively make recommendations on the Society’s range of collateral to ensure that brand, VI and ToV are met and managing assets through to completion. * Can assess the time needed on all design assets and work to MVP where needed. |
| **Comparable Roles** | N/A |