



Role description

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| Job Title: | Graphic Designer |
| Reports to: | Director of Policy & Engagement |
| Line reports: | None |
| Contract terms: | 21 hours over three days, one of which should be Thursday |
| Salary | £26,836 (£44,727 FTE) |
| Location: | London-based, with hybrid working |

The Royal College of Ophthalmologists is a membership organisation and the voice of the profession, with 4,500 members in the UK and overseas. Our role is to champion the specialty, set standards of training and practice, and influence change to make a difference to the lives of patients with eye conditions.

Job purpose

Part of the Policy and Engagement department, the Graphic Designer is responsible for developing engaging visual content, including digital and print media and merchandising, to help deliver the College's strategy and operational plan. This newly created position is an exciting opportunity for a creative and skilled designer to play a pivotal role in strengthening the College's visual brand identity – ensuring greater professionalism, accessibility and consistency in all our communications and outputs.

Main responsibilities

Brand management

- Sharpen the College's visual identity to help us achieve our strategic aims and build stronger connections with our audiences.
- Develop, champion and ensure compliance with guidelines and templates (Canva, Excel, InDesign, PowerPoint and Word) to clarify our brand architecture and foster brand consistency.
- Ensure that all designs adhere to accessibility standards and are inclusive.

Design execution

- Work closely with colleagues across the organisation to deliver creative solutions that meet our business needs, including inputting to our forthcoming website redevelopment project.
- Design high-quality digital and print materials, including but not limited to branded collateral, case studies, certificates, course materials, infographics, merchandise, promotional materials, newsletter/email templates, position statements, presentations, reports, social media posts, videos, wall art and website content.
- Redesign and typeset College News, our quarterly membership magazine.

Content ideation

- Create fresh and innovative design concepts to engage our audiences.
- Keep up to date on design trends, tools and best practice, incorporating these as appropriate to enhance the College's visual appeal.

Other

- Manage multiple design projects simultaneously, ensuring timely delivery.
- Liaise with external suppliers to ensure the production of high-quality print materials.
- Update the College's photo library, acting as a key point of contact for staff across the organisation.
- Undertake any other reasonable duties as required by the College.
- Work outside normal hours as necessary to support the delivery of key organisational events.

Inclusion and diversity statement

The College is committed to encouraging inclusion, equity and diversity among our staff, and eliminating unlawful discrimination, harassment and victimisation by complying with the Equality Act 2010. We want a working environment where individual differences and the contributions of all staff are recognised and valued. To do this, we will proactively tackle discrimination and disadvantage and ensure that no individual or group is directly or indirectly discriminated against for any reason. We expect all employees to champion and live our values through their work at every opportunity.

Our values

Inclusion

- ✓ actively welcoming a diversity of experiences and perspectives
- ✓ everyone being respected and encouraged to participate regardless of their background or role

Integrity

- ✓ being open and honest, demonstrating accountability in all its work
- ✓ evidenced-based and transparent decision-making, utilising a range of data, information, expertise and experience

Innovation

- ✓ creating novel opportunities to advance and deliver on its aims, anticipating changing circumstances
- ✓ actively welcoming fresh ideas and approaches
- ✓ fostering a climate of ambition and excellence drawing on expertise from across the College's communities

Improvement

- ✓ being a learning organisation, reflecting on both successes and mistakes
- ✓ continuous and sustainable development across all its activities

Person specification

| | Criteria |
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| Knowledge, qualifications and experience | University degree or professional qualification in graphic design or similar |
| | Significant experience of designing high-quality digital and print outputs, including animations/videos, e-newsletter and social media content, magazines/publications, and marketing collateral |
| | Excellent proficiency in using graphic design and video editing platforms and tools, particularly the Adobe Creative suite |
| | Solid experience of Excel, InDesign, PowerPoint and Word template development |
| | Experience of overseeing brand consistency and acting as a brand steward |
| | Working knowledge of accessible and inclusive design best practice |
| | Knowledge of emerging design trends |
| Skills and abilities | Ability to generate original ideas, take initiative and problem solve |
| | Demonstrable ability to translate complex information into visual products |
| | First-rate layout skills |
| | Outstanding attention to detail and solid design proofing skills |
| | Strong interpersonal skills and an ability to build and maintain positive relationships with internal and external stakeholders |
| | Good communication skills |
| | Adaptability and an ability to work well under pressure and manage often conflicting demands within tight timeframes |
| Personal qualities (attributes) | Natural curiosity and creative flair |
| | Commitment to equity, diversity and inclusion and understanding of how this applies to own area of work |
| | Commitment to own continuing professional development |
| | A positive, 'can do' attitude and a matter-of-fact approach when ideas or designs are rejected |

Staff benefits

We offer a friendly and supportive working environment and make sure our employees are well looked after with a great benefits package, which includes:

Work life balance and family friendly benefits

- Hybrid working: two days in the office (one of which is Thursday), and three from home
- 25 days of annual leave, increasing to 30 days with length of service (plus bank holidays and office closure between Christmas and New Year)
- One day of paid leave to move house
- Enhanced parental leave

Planning for your future

- Employer pension contributions up to a maximum of 12%.

Career development

- All staff are offered opportunities for learning and development, in addition to a comprehensive e-learning package
- Study loans

Travel

- Season ticket loan
- Cycle to work scheme

Wellbeing

- Summer Fridays (staff can finish 90 minutes early from mid-July to the end of August)
- Enhanced Employee Assistance Programme (with access to free counselling sessions)
- Health Cash Plan

How to apply

Please submit your CV (maximum two pages), cover letter (maximum one page) and a link to a portfolio demonstrating digital and print design projects to staff.vacancies@rcophth.ac.uk. The cover letter must explain what makes you suitable for the role. Please use the job description for reference.

Interviews will be held at our office in Euston, the week commencing **3 February 2025**. Please indicate if you are likely to need any reasonable adjustments to successfully complete this interview.

Applicants must already have the right to work within the UK without restriction. Only shortlisted candidates will be contacted.

The closing date for applications is **23 January 2025**.