

Job Description & Person Specification

Job Title: Creative Designer
Contract: Permanent
Hours: 37.5 hours Monday - Friday
Location: Hybrid working between home and our office at The Ark in Hammersmith
Reporting to: Communications & Brand Manager
Salary: £30,000 per annum

1st Interview: 2nd October 2026

2nd Interview: 8th October 2026

The role will close at 9am on Monday 28th September. We are actively recruiting for this post on a rolling basis so encourage you to submit your application early in order to be considered.

About Starlight

Starlight is the national charity for children's play in healthcare.

We believe that healthcare should be a more humane and child-centred experience for every child. We work across the UK to champion the importance of play during treatment, care and recovery, supporting children, parents and carers, and healthcare professionals.

Play is integral to children's wellbeing. It can help children experience greater agency, autonomy and control during healthcare, express thoughts and feelings, build resilience and make healthcare settings feel more welcoming and safe. But play is still too often overlooked or treated as an optional extra within children's healthcare.

Our ambition is to end preventable trauma in children's healthcare.

Our new strategy is taking Starlight into an important next phase. We want to build on the expertise, evidence, influence, partnerships and brand positioning we have developed over recent years and use them to create greater impact for children and families.

That means becoming a stronger voice for change: increasing understanding of children's experiences of healthcare, influencing the systems and people who shape children's healthcare, strengthening our relationships with supporters and partners, and communicating with greater clarity, consistency and impact.

Our brand and communications have an increasingly important and broad role to play. We need to tell powerful stories, challenge assumptions, engage people emotionally and intellectually, and make it clear why children's healthcare needs to change.

This is an exciting time to join Starlight and help shape how our purpose, personality and ambition are experienced by the people who matter most.

Our Culture

We believe our success depends on focusing on our purpose and results, while taking individual responsibility for building a culture where everyone can belong, feel safe and thrive.

Our values set the standards for our behaviour and are central to our decision-making and the choices we make.

We believe our strength lies in our differences, and we continually work towards an authentic workplace culture where equity, diversity and inclusion are central principles.

OUR VALUES

"Our standards and the environment we create through our behaviours"

Responding to the world around us



We are inspired by the changes in the world around us. We have the freedom and courage to try something new, always learning and adapting to people's needs. It means trying stuff out, seeing what happens and pushing our boundaries.

Working together for our purpose



We aim high, think big, are imaginative and curious in everything we do. We celebrate our achievements, and we help and support each other when challenges come. We all play our part in our purpose and have fun along the way.

Taking the time to understand



We take the time to understand ourselves and our impact. We actively listen, seeking to learn and understand from everyone's experiences in life. We are open to the opportunities and possibilities this awareness brings to ourselves, others, and Starlight.

Trusted to be our best



The trust we have in each other, and our purpose guides our decisions, choices, and actions. When we are trusted our confidence grows, we ask for help, and we feel safe to be who we are. In any situation we say 'we' rather than 'they'. Most of all we trust in the Power of Play for children and adults alike.

Our Strategy and the Creative Designer

Our ambition is to influence how children's healthcare is understood and experienced.

To do that successfully, we need communications and creative work that is distinctive, compelling and purposeful. We need to communicate with different audiences in ways that help them feel, understand and ultimately do something differently. As our Creative Designer, you will play an important role in making that happen.

Working as part of the Influence, Insight & Communications team and reporting to the Communications & Brand Manager, you will develop ideas and produce high-quality work across campaigns, fundraising, influencing, digital communications, events and organisational communications.

You will also help to evolve how Starlight looks, feels and expresses itself, ensuring that our creative work is distinctive, consistent and recognisably Starlight.

You will work closely with our Digital Content Creator, who leads the production of channel-native video and social content. You will contribute visual concepts, campaign identities, graphics, storyboards and brand treatments to help this content feel coherent, distinctive and recognisably Starlight.

You will help Starlight make effective use of new creative technologies, including AI, where they can improve efficiency, enable experimentation or extend our creative capability. We want to use technology to help us work smarter and create more, without compromising creative judgement, authenticity or quality.

You will work with colleagues across Starlight and, where appropriate, with external creative specialists to ensure our communications are engaging, accessible, authentic and effective.

What we are looking for

We are looking for someone who combines excellent design skills with curiosity, judgement and a genuine interest in people.

You will not simply wait for a brief and produce an asset. You will want to understand the problem we are trying to solve, who we are trying to reach and what we want to achieve, then use your creativity to find the best way of doing it.

You will be comfortable contributing ideas and turning them into strong, practical work. You will have the confidence to suggest a better approach, the craft skills to show what it could look like and the organisation to deliver it.

You will be curious about AI and emerging creative technologies, while understanding that speed and novelty are no substitute for judgement, originality or trust. You will use technology thoughtfully and know when a human, authentic or specialist approach is needed.

Most importantly, you will care about the difference Starlight is trying to make and understand the responsibility that comes with representing the experiences of children and families.

Creative development and delivery

- Develop creative ideas for campaigns, fundraising appeals, influencing activity, events and organisational communications.
- Translate strategic objectives, audience insight and clear briefs into compelling creative work.
- Design and deliver high-quality assets across print, web, email, social media, presentations, events and other relevant channels.
- Take creative projects from initial idea and concept development through artwork, production and final delivery.

- Develop flexible creative approaches that work effectively across different audiences, channels and formats.

Brand development and application

- Apply and champion Starlight's visual identity, ensuring that creative work is distinctive, consistent and appropriate to its audience and purpose.
- Work with the Communications and Brand Manager to strengthen and evolve Starlight's creative expression in line with our strategy.
- Develop templates, campaign systems, shared assets and practical guidance that enable colleagues to use the brand confidently and consistently.
- Provide constructive creative advice to colleagues and quality-assure relevant work produced internally or externally.

Creative thinking and audience experience

- Contribute creative thinking at the earliest stages of campaigns, projects and communications activity.
- Help colleagues move beyond identifying what needs to be produced to consider what we want audiences to think, feel and do.
- Use audience insight, evidence, testing and performance information, where appropriate, to inform and improve creative decisions.
- Involve children, families and healthcare professionals appropriately in shaping creative work, ensuring their experiences are represented authentically and respectfully.

Digital collaboration and emerging technologies

- Work collaboratively with the Digital Content Creator to develop visual concepts, creative assets, storyboards and brand treatments for video, motion and social content.
- Keep up to date with developments in design, digital creativity, AI and other emerging technologies, identifying those that could add practical value to Starlight.
- Use AI-enabled tools to support appropriate parts of the creative process, such as exploration, prototyping, adaptation, image editing and efficient production.
- Apply sound judgement to the use of AI, protecting personal information and ensuring consent, copyright, authenticity and the dignity of children and families are respected, while complying with Starlight's policies and approved tools.
- Share learning and effective approaches with colleagues and contribute to developing good practice across Starlight.

Project management and collaboration

- Manage several creative projects at once, agreeing priorities and delivering reliably to deadlines and within available budgets.
- Help colleagues develop clear briefs and present creative ideas and recommendations in a way that makes their purpose and value easy to understand.
- Brief and work with printers, freelancers, photographers, illustrators and other specialists when additional expertise or capacity is required.
- Contribute to effective systems for briefing, producing, reviewing and evaluating creative work, and share useful learning with colleagues.

Person Specification

All Starlight colleagues are expected to live and demonstrate Starlight's Purpose & Values.

Our child-centred approach

Keep children's experiences, rights and perspectives at the heart of creative decisions, ensuring children and families are represented with authenticity, dignity and respect.

Our Values – in this role, this includes:

- **Working Together For Our Purpose:** Collaborate openly and creatively with colleagues and others to produce work that advances Starlight's purpose and creates greater impact for children.
- **Trusted To Be Our Best:** Take ownership of creative work, bringing high standards, sound judgement and constructive challenge while being open to feedback, learning and support.
- **Responding To The World Around Us:** Stay curious about changing audiences, culture, design and emerging technologies, experimenting thoughtfully with approaches that can strengthen Starlight's creative impact.
- **Taking the Time to Understand:** Seek to understand the audience, objective and lived experiences behind each brief, using insight, listening and evidence to make thoughtful and inclusive creative decisions.

Requirement	Status	Evaluation*
An impressive portfolio demonstrating original creative thinking and accomplished design execution across digital and print, with the ability to take work from brief to final delivery.	Essential	A/I
Strong attention to detail and an organised approach to creative workflow and project management, including file management, version control, multiple briefs, deadlines and budgets.	Essential	A/I

Demonstrable understanding of visual identity, typography, layout, composition and audience-appropriate design.	Essential	A/I
Practical knowledge of print production, artwork preparation and supplier liaison, including appropriate use of colour, resolution, bleed, finishes, materials and production specifications.	Essential	A/I
Advanced and up-to-date knowledge of Adobe Creative Cloud, particularly Photoshop, Illustrator and InDesign, or equivalent professional tools.	Essential	A/I
Experience designing and producing creative work that translates across digital, print and physical environments, including social and digital content, publications, fundraising materials, event graphics, signage, banners and other large-format applications.	Essential	A/I
Experience applying a brand consistently and creating adaptable templates, shared assets or design systems.	Essential	A/I
Practical understanding of accessible and inclusive design across digital and print outputs.	Essential	A/I
Experience of using AI-enabled creative tools, or strong evidence of the ability to learn them, combined with sound judgement about privacy, copyright, consent and authenticity.	Essential	A/I
Strong communication and collaboration skills, including the ability to explain creative decisions and offer constructive challenge.	Desirable	A/I

*I = tested at interview, A= tested via cv / supporting statement

Please note: This job description is non-exhaustive and is subject to review with the post holder. Reasonable amendments may be made in line with the needs of the organisation.

What we offer

The opportunity and environment to be yourself and be your best. To have flexibility in where you work and the hours that you work. To join in beyond your role with our children and families, at events and activities. To work within a team with play at its heart.

A competitive salary and benefits package including ability to work flexibly between home and office, holiday entitlement of 25 days plus bank holidays increasing up to 30 days with service, office closed at Christmas in addition to holiday entitlement, matched pension contributions to 5%, life assurance, Vitality health cover, cycle to work scheme, season ticket loans.

To apply

Please apply for this role through Charity Job with your CV accompanied by a supporting statement which demonstrates how your experience matches the person specification and highlights your most relevant, recent experience for this role. **Please**

include your portfolio, examples of, or links to your work. In your application, we'd love to hear about what inspires you about Starlight's purpose, beliefs and values with a statement that is very personal to you and gives us an insight into who you are, and how you would contribute to Starlight's success with your experience, expertise and approach.

The role will close at 9am on Monday 28th September and we are actively recruiting for this post on a rolling basis, allocation for interviews may happen as candidates apply, which may be before the interview dates stated above. As we may interview before these dates, we reserve the right to close the role earlier if we receive a number of high-quality applications.

Additional Information

Diversity Policy Statement

We believe that everyone has the right to be treated with consideration and respect. Starlight is committed to achieving a truly inclusive environment for all, by developing better working relationships that release the full potential, creativity, and productivity of each individual. We aim to ensure that all staff, volunteers, donors, partners, contractors, and the public are treated fairly. This will be regardless of sex, sexual orientation, gender, marital or civil partnership status, ethnicity, disability, medical status, age, religion or belief, political opinion, social or economic status, or ex-offender status. Starlight actively welcomes candidates from diverse backgrounds. If you are invited to an interview and need any adjustments made or have particular access needs, please let us know at that stage.

Shortlisting

Starlight is an equal opportunities employer, and we are committed to ensuring all applications are treated fairly. All applications are subject to our shortlisting process; if you are shortlisted, we will contact you and invite you to attend an interview on or before the dates in this document, please let us know on application if you have any difficulty with the dates. You will also be advised at this point if there will be any skills test, presentations etc. We may appoint to the role before the stated closing date if a suitable candidate is identified.

Employment Checks

All offers of employment are made subject to the following criteria: proof of eligibility to work in the UK, proof of residency and satisfactory employment screening, a DBS check and two most recent references.