

# It starts with community

The National Lottery Community Fund  
Role Profile



## Design Officer

**Directorate:** Communications, Impact and Influence

**Department:** Communications

**Role/Competency level:** Level 2

**Reports to:** Brand Manager



## Role Profile: Design Officer

### Role purpose

Our communications make communities more powerful, more compelling and more resilient. We increase the Fund's impact and champion the power of communities to strengthen society and improve lives. In doing so, we boost engagement with the Fund's core missions. We amplify the impact of portfolio and third-party funds. And we strengthen public understanding of the Fund.

As Design Officer, you will be integral to our objective of ensuring that people recognise the Fund and are aware that we fund good causes. You will be responsible for managing the integrity of our visual identity, ensuring excellence across content whether produced in house or externally.

Working closely with the brand manager, content manager and communications managers you will receive and manage briefs for design requirements, creating tools, templates and guidelines to maintain consistency with creative flexibility. You will triage requests, designing materials in house where a quick turnaround is required and commissioning and collaborating with external designers to support the Fund's needs.

You will keep up to date on the latest in design aesthetics and accessibility, providing guidance on a range of design applications to enhance our brand presence and impact.

Our teams are based across the UK, and you will work with colleagues across the country to build a strong brand that resonates nationally and locally. Regular travel could be necessary as part of this role.



# Role Profile Design Officer

## Key responsibilities

- Support with the creation of brand frameworks, templates and guidelines that help colleagues deliver effective communications.
- Provide expert counsel on brand application across the Fund, staying up to date on trends and campaigns in branding.
- Manage external suppliers, providing expert feedback on the application of our visual identity
- Provide design support where needed, telling visual stories that support our core messages, brand and corporate priorities.



# Role Profile: Design Officer

## Knowledge, skills and experience

- Strong practical experience of delivering creative design and content to support internal and external facing materials
- HTML and CSS experience
- Planning and resource management skills and the ability to work to deadlines
- Experience in integrated communications activity using a variety of channels
- Experience in commissioning and managing external contractors
- Project management skills; confident working in a matrixed organisation with competing deadlines
- Continuing professional development with relevant qualification
- Desirable: Experience managing brands in public or non-profit sector
- If the role is based in Wales, or supports customers or colleagues in Wales, an understanding of Welsh language legislation and the Welsh Language Standards of the Fund is required



# Role Profile: Design Officer

## Role competencies: Level 2

- **Strategic direction**  
Understands strategic priorities and seeks to align own actions with team, directorate, and organisational goals.
- **Leading our culture**  
Contributes to an inclusive working environment where all opinions and challenges are listened to, and all individual needs including own wellbeing are considered.
- **Working together**  
Considers team as well as individual success and adjusts working style and practices to achieve results.
- **Delivering quality results**  
Knows what is expected and regularly checks performance against objectives, making suggestions for improvement or taking corrective action where necessary.
- **Diligence and control**  
Follows relevant policies, procedures and regulations and acts to prevent problems by identifying and reporting issues and contributing to solutions.
- **Developing self and other**  
Takes responsibility for own development, completing and maintaining a Personal Development Plan. Seeks learning opportunities and feedback.

## Our Values



### We are inclusive

We know that communities and organisations are stronger when everyone can participate and work to increase inclusion.



### We are ambitious

We believe in the power of community and connection and are ambitious for its potential. We support people and communities to shape the future and lead change.



### We are impact focused

We are inspired by communities and learn with them. We listen, reflect and use evidence to improve knowledge, inform action and increase impact.



### We are adaptable

We welcome and embrace new ideas and ways of working.



### We are compassionate

We work with care consideration and humility.