



## JOB DESCRIPTION AND PERSON SPECIFICATION

Role	Designer		
Location	London / Hybrid within the UK		
Contract Type	Permanent/Full time	Contract Length	N/A
Salary	£34,700 (band C)		
Office attendance / travel requirements	<p>Expected travel for this role is:            We work in a hybrid manner, which means while we have an office, we work wherever we do our best work. With that in mind you will be expected to travel to the London office for meetings, trainings and when project demands arise. On average we expect this to be 1-2 times a month, however this can vary depending on business needs. The office is available to work from Monday – Thursday should you choose to work from there at your own accord.</p>		

## CONTEXT

We need a talented and driven individual to help us deliver outstanding creative solutions that are sector leading. You'll be passionate about all things design and will be ready to help push our brand to the next level.

You will join as part of the brand and creative team, working in a small ambitious design team that will give you an opportunity to be fully involved in projects across the organisation.

You'll report to the Senior Brand and Creative Manager and will work closely with our Lead Designer, Multimedia Producer and Creative Services Manager. As part of the wider Communication Team and the Engagement Directorate, together we will deliver creative solutions that are appropriate for our audiences and critical to our success. In an increasingly competitive market, we need to ensure we stand out and come across as meaningful and engaging to everyone we communicate with.

## KEY RELATIONSHIPS

Reports to	Senior Brand and Creative Manager
Line management responsibilities	N/A
Key relationships	<p><b>Internal contacts:</b>            Lead Designer, Creative Services Manager, Multimedia Producer, External Comms Team, Digital, Media, Patient Services and Engagement teams.</p>

	<b>External contacts:</b> Freelancers, printers and other suppliers
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## MAIN RESPONSIBILITIES

### Team:

- Embrace our culture of creativity, collaboration, innovation and ownership within the team.
- Be an active member of the Blood Cancer UK team, embodying the values of the organisation: **Striving for results. United as a family. Standing in other's shoes. Making knowledge count.**

### Brand and creative:

- Contribute to the ongoing development of our brand identity.
- Develop new concepts to raise brand awareness and support our fundraising objectives considering new innovations in design.
- Share knowledge, specialist expertise and experience with the organisation.
- Be a brand guardian for the organisation.
- Keep all our assets consistent and on brand as we develop our story.

### Technical:

- Design and prepare for production marketing materials, publications, promotional items and merchandise.
- Design assets for digital platforms such as social posts, banners etc.
- Working with teams to shape and develop creative briefs from inception through to delivery.
- Create animated motion graphics in After Effects

## THINGS WE ALL DO

- Promote Blood Cancer UK's vision, mission and core values
- Support Blood Cancer UK's commitment to actively promoting equality, diversity and inclusivity
- We're all fundraisers. This is slightly different for all roles, and your team will have fundraising KPIs and objectives we all work to
- Attend and assist at Blood Cancer UK events and activities as required (NB this involves evening and weekend work)
- Be an effective ambassador for Blood Cancer UK at any activity you attend
- All staff are expected to adhere to Blood Cancer UK's policies and procedures
- Do any other reasonable things your manager needs you to do

- We work in partnership with our community by actively involving people affected by blood cancer in the decisions we make about our work – what we do and how we do it

## PERSON SPECIFICATION

Skills, knowledge and experience
<b>Essential</b>
Excellent design skills with the ability to produce strong creative work.
Worked in a design role either client or agency side.
Good working knowledge of InDesign, Illustrator, Photoshop, Acrobat and After Effects.
Some experience of creating animated motion graphics.
Ability to create, develop and present creative concepts.
Experience of producing comms materials across multiple platforms, including experience of digital.
Confident in receiving and working through a brief.
A positive attitude to technology, insight and data, including an enthusiasm to use new technologies and ways of working to deliver team/individual objectives.
Fluent with digital collaboration tools to meet, share and collaborate with colleagues.
Builds and maintains good working relationships with colleagues, and a collaborative approach to projects.
Good knowledge of print and production processes and experience liaising with a variety of suppliers.