Job Description

Job title: Designer

Directorate:	Income and Engagement	**Team / Function:**	Brand and Content
People Manager?:	No	**Direct Reports:**	0
Size of team:	Mgt team: 3 Overall team: 4	**Grade:**	G

About the Job:

Job Summary

The role of Designer within the Brand and Content team at Pancreatic Cancer UK is a newly created position. Following the launch of our new brand in 2024, this role is integral to ensuring our brand principles are consistently applied and brought to life across all our digital channels and print assets. Through high-quality, engaging and recognisable creative assets, the role will help drive greater reach, audience growth and brand awareness, while ensuring our visual identity remains strong and consistent.

Main responsibilities

- **Brand consistency** – working within the Brand and Content team, play a vital role in safeguarding Pancreatic Cancer UK's visual identity, ensuring design work is consistent with our brand principles and effectively conveys our compassionate or bold brand personality as appropriate.
- **Creative guidance** – contribute to campaign ideation sessions, bringing creative ideas and design perspectives to support integrated marketing and communications activities.
- **Concept development** – using audience insights and creative briefs, develop concepts and storyboards for internal consideration and play an active role in evolving the creative direction of our brand.
- **Digital asset creation** – working with the digital team, support on the development and refinement of mobile first, optimised content across social, web, email and paid ads, particularly for our key integrated campaigns and projects that require content that sits outside of our set templates. Making sure to adhere to the technical specifications set out in our brand playbook, our accessibility principles and platform specifications.

• **Motion content** - develop motion design assets, including animated graphics and GIFs, that bring our brand to life while maintaining visual consistency.
• **Video editing** - undertake video editing, including trimming and stitching footage, adding captions, transitions, graphics and branded elements to create compelling content for social media, website and campaigns.
• **Print assets** – create longer form content such as our annual review, patient information, fundraising and awareness assets and strategy documents; utilising iconography and imagery to present engaging and accessible layouts.
• **Artwork preparation** – prepare artwork in print ready formats, making sure to apply bleed and crop marks, Pantone colours and the correct technical specifications and formats.
• **Template development** – enable teams across the charity to adhere to brand consistency by creating and updating internal templates that supported by Office365 and Canva.
• **Supplier liaison** – where appropriate develop relationships with external creative agencies to ensure design work is aligned with commissioned content and provide expertise on the Pancreatic Cancer UK brand.
• **Please note that job descriptions cannot be exhaustive, and all employees may be required to undertake other duties, which are broadly in line with the above key responsibilities**

Person Specification

About you:

To be successful in this role you will need the following:

Qualifications & Experience		D	E
1.	Experience using Adobe Creative Suite (particularly InDesign, Illustrator and Photoshop) to create high-quality digital and print design assets.		X
2.	Experience creating designs for a range of channels, including social media, websites, email marketing, publications and campaign materials.		X
3.	Understanding of brand management and the ability to apply visual identity guidelines consistently across all outputs.		X
4.	Experience with Adobe After Effects and Premiere Pro for creating animations, GIFs and editing existing video content.	X	
Skills & Abilities		**D**	**E**
1.	Ability to take on board feedback and make amendments to work in a positive and constructive manner.		X
2.	Excellent attention to detail, ensuring high accuracy, consistency and adherence to brand guidelines.		X
3.	Ability to interpret creative briefs and translate information into clear, compelling visual content.		X
4.	Ability to manage multiple priorities and work effectively to tight deadlines in a fast-paced environment.	X	
5.	Understanding of accessibility principles and how to create inclusive design solutions for diverse audiences.	X	
Personal Qualities & Attributes		**D**	**E**
1.	Ability to foster excellent working relationships with a range of internal and external stakeholders.		X
2.	Able to show empathy for people with pancreatic cancer and their loved ones.		X
3.	Knowledge of the charity sector.	X	

D = Desirable / E = Essential

All Employees are expected to:

- Show commitment to our vision, mission, and values: Courage, Compassion & Community and demonstrate this through their work and interactions internally and externally, and on our behalf.

- Be committed to furthering the aims of the organisation and to learning and developing their own skills to grow both themselves and the organisations capabilities.
- Respect our obligations and approaches to health and safety, data protection, equality and diversity and safeguarding compliance and best practice.
- To be responsible for looking after themselves and their health and to let us know if we are doing anything to affect or impact on this.
- Understanding and accept Pancreatic Cancer UK's policy on the use of animals in research which is in accordance with the AMRC.
- To promote and safeguard the good reputation of the organisation and act in a way which is ethical and moral, and to not undertake any activities that will bring the organisation into disrepute.