



## Job Description

### 1. JOB DETAILS

<b>Job Title:</b>	Graphic Designer
<b>Location:</b>	Searle House, Exeter EX2 5JJ
<b>Team/Directorate:</b>	Marketing and Communications
<b>Responsible To:</b>	Head of Marketing and Communications
<b>Responsible For:</b>	N/A

### 2. JOB PURPOSE

To work as part of a team co-ordinating all aspects of Hospiscare marketing and communications.

To create and develop multimedia content and design concepts for online, print and display channels, involved across the full design process from idea generation to design, layout and production, to support the organisational strategy and grow income.

Responsible for Hospiscare's brand consistency and development.

### 3. KEY RESULT AREAS/PRINCIPAL DUTIES AND RESPONSIBILITIES

#### 3.1 Main Responsibilities

- Develop and implement creative design solutions for print and digital media in order to respond to agreed internal briefs and timelines.
- Provide guidance for colleagues throughout the organisation to support in the development of appropriately designed campaigns that promote brand awareness, engage target audiences, drive engagement and contribute to organisational aims and income generation.

- Create impactful, audience-centred visual and audio-visual content for online and offline channels that meet the needs of internal and external stakeholders.
- Deliver training and provide branded templates to contribute to the development of Hospiscare’s visual identity and ensure consistent application of brand guidelines.
- Facilitate the production of key organisational publications such as the Annual Report and strategy documents, liaising with the Senior Management Team and other senior managers, to ensure a consistent message and that brand guidelines are adhered to.
- Maintain up to date graphic design expertise, technical knowledge, and awareness of new developments, to be able to advise on ongoing improvements.
- Co-ordinate photo and video shoots, producing high quality content that is impactful and accurately reflects Hospiscare’s services, strategic priorities and values.
- Apply agreed operating procedures for individual and shared filing systems to ensure assets are properly stored, filed and archived, permissions for use are gathered and recorded accurately, and appropriate accessibility of visual content library is enabled.
- Advise on best and most cost effective use of software, equipment, services and suppliers, to ensure Hospiscare maximises budgets and achieves value for money.

### **3.2 Key Contacts**

#### **Internal:**

- Marcomms team
- Fundraising team
- Clinical Leadership Team
- Clinical Quality Team
- Retail Team
- Senior Management Team
- People team
- Volunteers

#### **External:**

- Supporters
- Patients and those close to them
- Hospice UK Communications Team
- Other south west hospices
- Local press and media
- Contracted suppliers of outsourced services

### **3.3 Health & Safety**

- Ensure that Health and Safety guidelines and fire regulations are strictly adhered to
- Comply with safe working practices as defined by Hospiscare
- Complete online training as and when required
- Take reasonable care for your own health and safety and that of others who may be affected by acts or omissions at work
- Report any accidents, incidents or near misses as soon as reasonably practicable
- Manage own work life balance and general wellbeing, including any relevant pressures in respect of lone working, travel, difficult environments and challenging situations

### **3.4 General**

- Be aware of and adhere to Hospiscare policies and procedures at all times
- Take part in progress/performance reviews throughout the year
- Cooperate with other Hospiscare departments
- Attend training courses and complete online training modules as required to meet the requirements of the post
- Take responsibility for own personal development, seeking out opportunities to learn new skills
- Undertake any other duties as requested by management which are reasonably deemed to be within the scope of the role

### **3.5 Other**

- Apply the Hospiscare values and behaviours to every aspect of the role at all times
- Promote and maintain the brand standards of Hospiscare

## **Graphic Designer**

### **Person Specification**

<b>CRITERIA</b>	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
Qualifications and specific training	General education to GCSE standard, including maths and English at Grade C/4 or above, or equivalent	Graduate with relevant degree or creative/design qualification  Project management qualification
Experience	Demonstrable experience in a similar role  Demonstrable experience of interpreting and applying brand guidelines  Demonstrable experience of project management and working to tight deadlines  Demonstrable experience of liaising with external suppliers  Demonstrable experience of planning, recording and editing audio-visual content e.g. videos, podcasts and adverts	Experience of developing brands and brand awareness campaigns  Experience of working with volunteers  Experience of commissioning and/or managing shoots, including risk assessment  Experience of delivering training
Knowledge	Detailed understanding of typography and grid systems  Understanding of designing for accessibility for print and online  Understanding of art-working, print production and digital processes  Understanding of Microsoft Office Suite and its integrations with Adobe Creative Suite  Understanding of confidentiality, consent, privacy and General Data Protection Regulation	Understanding of strategic marketing  Awareness of digital marketing channels

Skills	<p>Highly developed communication and interpersonal skills</p> <p>Highly developed IT skills</p> <p>Developed planning and organising skills</p> <p>Developed skills in providing imaginative and creative design solutions for print, display and digital media</p> <p>Developed skills in Adobe Creative Suite, e.g. In-Design, Photoshop, Premier Pro and Illustrator</p> <p>Developed photo and video editing skills</p>	<p>Training skills</p> <p>Technical and creative photography skills</p>
Personal attributes	<p>Able to prioritise own workload on a daily basis, using initiative to solve problems and improve ways of working, and seeking advice/escalating issues when appropriate</p> <p>Able and willing to work flexibly as part of a team, responding positively to rapidly changing priorities</p> <p>Able to remain calm under pressure and to manage stressful situations in a professional manner</p> <p>Awareness of Equality, Diversity and Inclusion in all aspects of work</p> <p>Commitment to continuing professional development</p>	<p>Ability to inspire and motivate</p>
Additional requirements	<p>Able to travel throughout the area covered by Hospiscare to work from different locations when required</p> <p>Willing to work occasional unsocial hours</p>	<p>Car owner and driver</p>

**Job Description and Person Specification Agreement:**

**The above job description is not exhaustive but an indication of the duties and responsibilities the post holder may undertake and will be subject to review.**

**Post Holders Signature:**

**Date:**