

PHYLLIS TUCKWELL

JOB DESCRIPTION

POST: Graphic Designer

Responsible to: Marketing Lead

Accountable to: Director of Marketing & Communications

JOB PURPOSE: To assist in the further development of the PT visual brand ensuring it portrays an up-to-date and accurate brand message at all times.

To deliver creative and innovative graphic design/artwork for use in the presentation of PT publications and promotional material.

To support the internal and external design needs of all PT Departments and teams as directed by the Marketing Lead.

RESPONSIBILITIES

Key Responsibilities:

1. Work as part of the Marketing & Communications team.
2. Use the latest computer technology and other appropriate mediums to produce creative and innovative graphic/design artwork for use in the presentation of PT publications and promotional material as directed by the Marketing Lead.
3. Provide expertise and a creative input from the inception stage of design work, through to its final production where necessary co-ordinating work by others.
4. Develop and use computer manipulation techniques on a wide range of base materials, including photographs, to provide colour, image enhancement and as necessary, image creation.
5. Design and produce PT printed and web collateral using InDesign, Photoshop and Illustrator, following briefs from colleagues and key personnel.
6. Working alongside the Marketing & Communications team for direction and content, design established PT publications including Connections magazine, websites, fundraising events, campaigns and direct mail appeals.
7. Working with the Marketing Lead and other key personnel, develop booklets, leaflets, factsheets and documents to improve existing PT literature.
8. Assist Retail team in the creation of appealing designs and messaging for shop branding, communications within shops and vehicle livery.

9. Create visual designs that effectively communicate editorial concepts and brand identity.
10. Provide final designs in required format for printing and production of materials according to deadlines to ensure print quality standards are met, dealing with any issues that may arise.
11. Provide graphic design advice, expertise and support.
12. Proof-read to produce accurate and high-quality work.
13. Carry out photo library searches as required and ensure the correct use of images and fonts with regards to copyright.
14. Establish and maintain a professional rapport with external providers over the production of materials within agreed deadlines and specifications, ensuring all work is produced in accordance with approved organisational standards.
15. Provide advice and assistance to colleagues about PT's brand, branded materials, templates and logos to ensure elements of brand identity are used appropriately.
16. Ensure all work contains accurate figures and required compliance text/details (eg charity number, company number, FR Regulator details, use of data details).
17. Develop technical skills and stay abreast of software changes, trends and new ideas.
18. Induct new joiners on PT branding as required.
19. To work with the Marketing Lead and Digital Media Executive to develop the use of interactive design, i.e. combining a range of media products including, still imagery, sound, animation, type and moving images (film), for display via PC, mobile, television or cinema screen, (rather than via print) and create production of gifs and jpegs for social media posts.
20. Be a point of contact for printers and to liaise with external suppliers to ensure cost-effectiveness and quality control.
21. Track and monitor the progress of work in print.
22. Estimate time to complete work and ensure efficient organisation and scheduling of workloads to meet tight editorial, design and production deadlines.
23. Take the lead to manage deadlines, control timing and prioritise all projects requiring design time and keep Marketing Lead and rest of M&C team apprised of scheduling at weekly Progress Meeting.
24. Organise and divide time between high priority and on-going design projects, keeping the Marketing Lead informed.
25. Maintain the filing systems of images and artwork to ensure good housekeeping. Assist on art direction for photography, working with the Marketing Lead.

26. Take photos of new starters for ID badges and general use. Maintain up to date photographs of staff and file appropriately in ID and department photo files and the nest.
27. Take photographs of patients/staff/buildings/events, to supplement photo library.
28. Maintain graphic reference files and photographs on P-Drive and the nest, for staff use.
29. Ensure that expenditure is within set budget limits.
30. Ensure the Data Protection Act is adhered to and written permission has been obtained from patients, relatives, staff and volunteers when using photographs or testimonial, being conversant with relevant legislation, charity commission guidance, and to have a good knowledge of the Data Protection Act, 1998.
31. Monitor expired consents and replace photos across material as appropriate.
32. Co-ordinate all publicity and promotional matters and ensure these conform to the current corporate format and protection of the PT brand.
33. Work closely with all PT departments, to attend events and engagements where appropriate at evenings and weekends.
34. Liaise with professional bodies, agencies and other associations as required.
35. Attend any cross-departmental meetings as required.
36. Share general duties with the Marketing & Communications team as directed by the Marketing Lead and Director of Marketing & Communications.
37. Undertake ad hoc projects as directed by the Marketing Lead.

Training and Development

Team

- To share best practice with colleagues, especially in relation to new approaches to work.
- To contribute to the effective development of the team, providing personal support where needed.
- To actively contribute and suggest on how improvements could be made **to** improve the work load if necessary.
- To provide continuity of service in respect of colleagues being on annual leave, sick leave, etc.

Personal

- To actively look for new opportunities and areas for self-development using the PT annual appraisal to ensure skills are kept relevant and up to date.
- To develop effective relationships with colleagues and be aware of personal style.

Research

- To actively contribute to, and take part in, any quality measuring systems that PT may put in place with regard to the area of your expertise.

Safeguarding, Equality, Diversity and Inclusion

Role holders are required to understand their responsibilities in the safeguarding context, ensuring that Phyllis Tuckwell reduces the risk of harm or abuse of adults and children at risk.

You are required to:

- adhere to Phyllis Tuckwell's Safeguarding Policy (held on the NEST), which supports the local authority's multi agency safeguarding policy, the law (Care Act 2014) and Mental Capacity Act 2005 (including Deprivation of Liberty Safeguards).
- inform the appropriate PT professional where there is concern that an adult or child may be at risk of harm, abuse, or neglect.

Phyllis Tuckwell is committed to an Equal Opportunities approach, valuing, and respecting everyone as individuals, with diverse opinions, cultures, lifestyles, and circumstances.

This job description is underpinned by Phyllis Tuckwell's philosophy, culture, and core values, which actively embrace diversity and inclusion and promotes total team spirit.

This job description is current and subject to yearly review in consultation with the jobholder. It is liable to reflect and anticipate necessary changes to support the PT strategy.

PHYLLIS TUCKWELL

PERSON SPECIFICATION

Job Title: Graphic Designer
Assessor: Marketing Lead

	ESSENTIAL	DESIRABLE	METHOD OF ASSESSMENT
QUALIFICATIONS	<p>Educated to Degree level or equivalent experience</p> <p>Relevant training or qualifications in Design</p>		Application form and interview
KNOWLEDGE AND EXPERIENCE	<p>Comprehensive understanding of all aspects of digital design methodology and delivery</p> <p>Track record in delivering successful design of marketing projects</p> <p>Creative, with understanding of branding, typography, colour and communication.</p> <p>Experience in Adobe CS applications</p>	<p>A successful record of marketing campaigns in the not for profit sector</p> <p>Knowledge of law surrounding copyright and data protection</p>	Application form, interview and references
SKILLS/ COMPETENCE & ATTITUDE	<p>Excellent communicator, both written and verbal.</p> <p>Proactive, confident and creative.</p> <p>Commercially aware and able to think and deliver both strategically and tactically.</p> <p>Excellent organisational skills.</p> <p>Able to build and develop positive relationships both internally and externally.</p>		Application form, interview and references
OTHER		Car driver with own transport	