

Job Pack

Graphic

Designer

Maternity Cover

Chief Executive's Introduction

Dear applicant,

I am delighted that you are interested in applying for the role of Graphic Designer at Students' Union UCL and I am pleased to be able to provide you with further details about the role.

Students' Union UCL is an inspiring organisation that is committed to providing a fantastic experience to the 48,000+ students at UCL. We aim to give students a transformative experience whilst studying at the University, supporting them to navigate the challenges of university life and empowering them to be exceptional leaders in their future lives and careers.

We're at an important part of our history, after a period of significant growth and renewal. We have an exciting vision to become one of the best student organisations in the world. In recent years, we have:

- Significantly increased support for our over 350 student clubs and societies, now providing the largest student activities and development programme in the UK with 20,000 active student members.
- Rejuvenated our democratic structures, including holding the largest student elections in the UK in each of the last three years.
- Been awarded Silver for Investors in People, with the Union described as a dynamic and fun place to work.
- Established one of the strongest student volunteering programmes in the UK with over 2,000 students volunteering in the local community each year.
- Expanded the work of our independent student Advice Service – supporting more vulnerable students than ever before.
- Improved the operation of our cafés, bars and gym to provide a higher quality of service and greater profitability to fund student services.
- Securing a multi-million-pound investment to enhance co- and extra-curricular activities as part of UCL's new Student Life Strategy.

You can read about our work over the past year here: [Impact Report 2024](#).

We hope you will be interested in joining us and supporting the next phase of our exciting growth and development.

Best wishes,

John Dubber
Chief Executive



About the Students' Union

Students' Union UCL is an organisation that exists to make more happen. We are the representative body for University College London's (UCL) students, one of the most diverse student communities in the world. UCL students have the potential to do anything, and the Union plays an essential role in helping them to achieve things they may have never thought possible. As a charity we employ over 90 career staff and deliver a wide range of services and representative functions for students. We work in partnership with UCL towards a fantastic experience for all of our 48,000 students and to ensure that university life enables them to develop the skills, experience and confidence to become the leaders of the future.

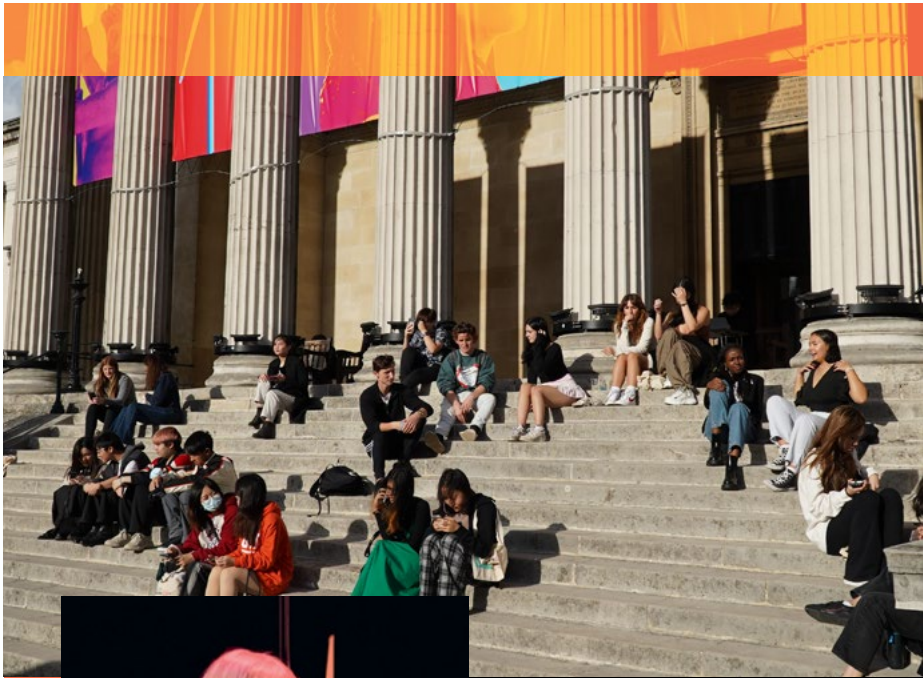
Our vision is of an outstanding experience for all UCL students and to be one of the best students' unions in the UK and the world.

Our Services

Students' Union UCL is one of the largest student organisations in the UK. It is a charity with over 48,000 student members. It employs around 300 staff and has an annual turnover of more than £10.5m.

It provides a wide range of services including:

- Providing an extensive extracurricular activities programme, with over 350 clubs and societies – with 20,000 members – including all sport, music and performing arts provision at UCL.
- Major events to build student communities and celebrate the culture of student groups across the university.
- One of the largest student volunteering services in the UK, with 2,000 students contributing over 60,000 volunteering hours each year to projects across London.
- Six cafés, four bars, one merchandise shop, a gym, and two convenience stores.
- Support to over 2,000 elected student representatives across all university departments.
- An Advice Service supporting students to deal with housing, financial, academic, and employment issues.
- Fitness centre and 100-acre sportsground.
- Student media and radio station.
- Support to student representation, networks and campaigning groups.
- Student Job Shop.



Job Description

Job Title: **Graphic Designer**

Reports to: **Marketing and Communication Manager**

Grade: **6** Contract: **6 months FTC (maternity cover)**

Purpose of the Job

The Graphic Designer is an important part of the Union's Marketing and Communications team. The post delivers high quality design projects which help encourage our 48,000 members to make the most of their time at UCL.

Responding to a variety of creative briefs from across the organisation, the Graphic Designer will develop artwork for campaigns, events and projects using a consistent and coherent visual language across multiple formats including print, digital, film and animation. The Graphic Designer will work under the directive of a Senior Graphic Designer, within the Communications and Engagement team.

Duties and Responsibilities

Service Delivery

- Understanding of Adobe software including Photoshop, InDesign, Illustrator, Lightroom, After Effects and Premiere Pro.
- Contribute on the application of our brand to all promotional collateral across a range of applications including print, digital, animation and video in line with our strategic objectives.
- Develop visual identities for campaigns, projects, services and facilities from initial concept through to production and delivery.
- Respond to creative briefs promoting our services and activities demonstrating creative flair and effective use of layout, typography, imagery and colour.
- Use specialist visual and audio equipment to film, edit and deliver short, long-form video and photography.
- Write creative briefs for photographers and provide art direction on photoshoots to ensure effective application of brand treatment to all photographic output.
- Ensure all work produced is of the highest quality and in-line with the Union's brand guidelines.

Planning and Organising

- Contribute to team planning discussions by putting forward ideas to improve our marketing and communications output based on emerging design trends.
- Provide specialist and technical support to colleagues on matters relating to design and advise on brand application to support their marketing and communications activity.

Continued overleaf

- Use project management tools to manage workload effectively across a range of projects with competing deadlines.
- Liaise with managers and staff across the organisation to provide timely information about progress of design projects/campaigns/marketing.
- Help manage our Canva account, ensuring staff can create their own assets where appropriate.
- Maintain an organised image library, ensuring the images used across the organisation meet agreed standards, and actively encourage its use among staff.
- Maintain an organised file store system for active projects, and archive of completed projects.

Initiative and Problem Solving

- Identify new design tools, trends and techniques which would benefit in the application of our visual identity across all platforms.
- Continuously develop skills and understanding of digital media applicable to the role, highlighting areas which require professional development.

Working in the Team

- Be a brand champion and support staff and officers in the successful application of our brand.
- Support the wider Marketing and Communications team to continuously develop the Union's visual identity and ensure it's still fit for purpose.

Other

- Attend staff meetings and training as required.
- Liaise with Union departments to resolve queries and build productive working relationships.
- Maintain an awareness and observation of Fire and Health & Safety Regulations.
- Actively comply and promote UCL's equal opportunity policy.
- To undertake any other duties commensurate with the grade, spirit and purpose of the post, as requested. This job description reflects the present requirements of the post and as duties and responsibilities change/develop the job description will be reviewed and be subject to amendments in consultation with the Union.

The post holder is expected to be flexible in their hours of work as the position, from time to time, entails attendance during evenings and weekends.

Person Specification

	Essential	Desirable	Tested at Interview	Tested at Application
Qualifications				
Higher education to degree level or equivalent		X		X
Evidence of continued professional development in design related fields		X		X
Experience				
Two or more years of professional graphic design experience	X			X
Experience developing visual identities for campaigns, projects, services, and facilities from concept through to production and delivery.	X		X	X
Worked as a brand champion for an organization, supporting others in applying and upholding brand guidelines.		X	X	X
Experience of managing multiple projects with competing deadlines using project management tools.	X		X	
Experience in taking the lead on maintaining and organizing image libraries and file stores.		X		X
Experience in providing art direction on photoshoots and writing creative briefs to ensure brand consistency in photographic outputs.		X		X
Knowledge and skills				
Expert knowledge of Adobe Creative Suite software, including Photoshop, InDesign, Illustrator, Lightroom, After Effects, and Premiere Pro.	X		X	X
Proficient in using specialist visual and audio equipment for filming, editing, and delivering video and photography content.	X		X	X
Ability to create wireframes and apply design principles to solve web interface problems in collaboration with web developers.		X		X
Strong skills in responding to creative briefs with effective use of layout, typography, imagery, and color.	X		X	X
Strong ability to liaise with managers, staff, and external suppliers to support the delivery of high-quality design projects, ensuring cost-effectiveness.	X		X	

Continued overleaf

Person Specification CONT.

	Essential	Desirable	Tested at Interview	Tested at Application
Values, attitudes and personal style				
Proactive in identifying new design tools, trends, and techniques.	X			X
Commitment to promoting equal opportunity and compliance with relevant policies.	X		X	X
Commitment to continuous professional development in digital media relevant to the role.	X		X	

Our Vision

An outstanding experience for all UCL students and to be one of the best students' unions in the UK and the world.

Our Mission

We build a vibrant and empowered student community with real influence in UCL and beyond, that enables students to enjoy their time at university; pursue their interests and passions; see the world in new ways; and develop the skills and experience to change the world for the better.

Our Team

Our biggest resource as a Union is our dedicated staff team, who deliver a range of services, such as providing advice, securing volunteering opportunities, supporting our clubs and societies and running our cafes, bars, shops and gym. We also have a number of staff delivering professional functions such as HR, finance, communications, and systems support.

Our Strategic Themes

Our Vision and Mission will be achieved through delivering four strategic themes:

Effective Influence

Amazing Experience

Vibrant & Inclusive Community

Excellent Union

Read our current strategic plan at studentsunionucl.org/about-us.

Our Values

Community Building

- We aim to build a strong community for all our students
- We want students to feel they belong and feel pride in being UCL students
- We support and encourage all members of our diverse student community to feel part of the wider London community

Empowering

- We support and empower our students to develop their skills and confidence to change to the world for the better
- We help students to pursue their passions, discover new interests, and do more than they thought possible
- We provide support when students need it, helping them to access information, advice and support that enables them to overcome barriers and achieve their potential

Inclusive

- We are a diverse and vibrant community with many different opinions, viewpoints, needs and experiences
- We value every member of our community and always try to ensure that our services enable everyone to play a full role in student life
- We believe that everyone has a right to express their views and to be listened to and respected as a member of our community

Fun

- We want to make university life fun, distinctive and memorable
- We want all our students to enjoy their time at UCL and are committed to doing all we can to achieve that
- We embrace a positive, fun and inspiring working culture for our staff and officers

Democratic

- We believe in representative democracy and work to empower and support our elected officers to help them to be effective leaders of the Students' Union and ambassadors for our members
- We cherish our democratic structures and want as many students participating in them as possible
- We encourage our officers to listen to a broad range of student viewpoints and seek to ensure that they consider the breadth of student opinion before taking important decisions

Bold

- We are innovative and ambitious
- We want to be one of the best student organisations anywhere in the world
- Bold thinking is part of our DNA. We are part of a diverse, exciting city and a radical university which has welcomed imaginative thinkers and entrepreneurs for centuries

Sustainable

- We want to be the most sustainable students' union in the UK
- We want to minimise our environmental footprint in every way possible
- We want to hand the Union on to the next generation of student leaders and staff in better shape than we found it, protecting its assets and services for the future

Our Officers

Each year we ask UCL students to choose full-time Sabbatical Officers, who are elected by cross campus ballot, and serve as leaders of Students' Union UCL during their term of office. They are elected with a democratic mandate and have the goal of making positive change at the Union, UCL and beyond. In this role they serve as members of our Board of Trustees and work in partnerships with our Senior Management Team to represent students to the university and provide leadership to the Union's work.

We believe that becoming a full-time officer is one of the most impactful ways of making change happen. Officers work full-time on a special area that's important to them and represent students as members of our Board of Trustees and as members of senior university committees. They have support of full-time staff at the Union to ensure that they provide democratic leadership to our organisation. We also hold elections for a wide range of part-time voluntary roles.



Salary and Benefits

The salary range is £35,630 - £41,005 including London Allowance per annum.

The annual leave entitlement is 27 days plus 8 Bank Holidays plus 6 closure days.

Amongst the many benefits, there is enhanced pay for maternity, adoption and paternity. We also facilitate flexible working to ensure greater work life balance. These roles qualify for a generous defined benefits pension scheme with an employer contribution. [Read more on UCL's website.](#)

Further details about the benefits are available via the link: ucl.ac.uk/human-resources/working-ucl.

If you have any queries or would like to have a discussion about the role please contact: Guy Stepney, Head of Communications & Engagement, at g.stepney@ucl.ac.uk.



INVESTORS IN PEOPLE[®]
We invest in people Silver

**U STUDENTS'
UNION UCL**

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