



Graphic Designer

Job title:	Graphic Designer
Working hours:	35-hours per week (to be worked flexibly)
Salary:	Grade B6 (£24,987.96)
Reporting to:	Design Manager
Direct Reports	Student staff

Role Purpose:

The Graphic Designer will contribute to the development of the Guild's brand through creative and innovative designs. Working collaboratively with the Design Manager and the Web Designer, you will lead the way for design standards through the creation of engaging unique visual storytelling!

You will design a wide range of creative assets and multi-media deliverables for campaigns, projects and activities that showcase the student journey and implement new ideas.

Key Accountabilities:

- A strong brand identity and trust in Exeter Students' Guild, including increasing students' trust in, and satisfaction with, the Guild.
- Our brand, digital content/UX and print contribute to achieving high engagement across all of our marketing channels.
- Our members know our story and are well informed about what we do and what activities, opportunities and services we offer.
- The Guild's campaigns, projects and opportunities are showcased effectively through high quality, relevant and engaging design and brand.
- Be a positive brand advocate and guardian, driving forwards the Guild's visual identity and empowering staff with resources and training.

Key Responsibilities:

Delivery

- Create and deliver briefs for producing designs that align with our brand identity, vision and needs.
- Conceptualise and create impactful, engaging and accessible designs for all formats, print and digital.
- Presenting designs for client approval, incorporating feedback, and preparing designs for print or digital production.
- Work closely with the Marketing team and project leads to co-create creative visuals for campaigns, briefs, and projects.
- Collaborate with Digital and Communications to ensure that Guild marketing campaigns and platforms are innovative, creative, relevant and impactful for our students.
- Co-create and collaborate with the Web Designer on creating graphics and mock ups for webpages and digital assets to ensure they align with our brand and brand of individual projects.
- Effectively and proactively project manage the workload to ensure design projects deadlines are met, and prioritising where required and being agile to competing deadlines.

Role Profile: Graphic Designer



- Produce, edit and deliver a range of multi-media assets and products which may include video production, photography, and motion graphics. Administering our file storage for our image and video bank as well as design assets.

Development

- Continuous development of design being creative, innovative and bold and pushing boundaries of the Guild's brand.
- Work with the Design Manager to develop our brand strategy and supporting plans to develop and evolve our brand ambition.
- Evolve our brand, ensure a particular focus on developing our storytelling approach by working with students on student-led content and ideas to build our brand narrative and show that students are at the heart of what we do.
- Stay up to date and relevant with trends in the design and creative industry to drive and develop our creativity and brand.
- Research new design trends to create visual designs for print collaterals that are accessible, innovative and engaging.

Stakeholders

- Be an enthusiastic advocate of the Guild's brand and maximise opportunities to communicate our brand, celebrate our work and enhance our reputation.
- Empower and collaborate with other staff within the organisation to co-create solutions and achieve collaborative results.
- Liaising and working with external stakeholder relationships such as vendors and freelancers.
- Build and maintain an influential network of contacts e.g. sector, potential freelancers and SUs to learn and develop best practice and sharing knowledge.

Compliance

- Ensure compliance with the Guild's and relevant University policies and all relevant legislation – including Health and Safety, 1994 Education Act, Safeguarding, Media Law and Data Protection.
- Ensure adherence to Guild financial regulations and effective financial procedures are in place when supporting the delivery of events and activities.

Other

- Actively engage in student-facing projects and activities of all kinds as required.
- Be an enthusiastic advocate for student leadership and the organisation's values.
- Maintain own professional networks and promote the Guild on a local and national level.

Criteria

Experience & Knowledge

- Able to demonstrate experience of using and implementing brand guidelines.
- Demonstrable experience of producing high quality, relevant and engaging brand design work that showcases campaigns, projects and opportunities.

Skills & Abilities

- **Brand Activism:** able to engage and inspire diverse audiences through authentic design and visual storytelling.
- **Project Management:** able to plan and organise projects and report on progress.
- **Stakeholder Relationships:** able to build and maintain positive and productive relationships with internal stakeholders, by agreeing and working towards shared goals.
- **Teamwork:** taking the time to understand yourself and those around you, so that you can collaborate effectively across teams and achieve shared goals.
- **Insight:** able to spot issues and opportunities, apply creative solutions to challenges and apply innovative approaches.
- **Accountability:** taking responsibility for your personal development, challenges, and successes, and being aware of the impact of your work.
- **Technical:**
- Good working knowledge and understanding of Adobe Creative Suite which will include Adobe Illustrator, Adobe InDesign, Adobe XD, Premiere Pro.
- An understanding of UX web platforms (like Webflow) and prototyping (like Figma).

Values & Behaviours

- A demonstrable commitment to our values.
- Shares a genuine interest for working in a democratic, student-led environment and championing student leadership.
- Demonstrates a commitment to equality, diversity and inclusion.

Application Timeline

Closing Date: Monday 4 November 10:00

Shortlisting: Tuesday 5 November

Interviews: Friday 15 November

You will need to provide an up-to-date copy of your CV, your portfolio with links to your recent work, and answer the following questions related to the person specification for the role:

- a. Please can you share why you want to apply for this role? How do your values align with the Guild's?
- b. Tell us about your team working skills - how do you make sure you contribute your skills and collaborate with creative project teams?

Please note:

- We will contact you to let you know the outcome of your application. This can sometimes take a few days.
- Applications received after the above closing date will not be considered.

Meet Your New Manager



Xanthippi Nanou, Design Manager

If you'd like an informal chat with Xanthippi to find out more about the role, the team and what they're looking for in our new Graphic Designer, you can get in touch at xanthippi.nanou@exeterguild.com. She would love to hear from you!

For general queries please contact:
peopleandculture@exeterguild.com