

JOB DESCRIPTION

Job Title	Graphic Designer
Department	Marketing and Brand
Reporting to	Studio Manager
Line Manages	N/A
DBS check requirement	No Check
Location	Avonmore Road, London W14 8RR (with hybrid working)

JOB PURPOSE

Our Graphic Designer is part of our busy and friendly Studio team delivering content that presents an authentic narrative of older people's lives. Working closely with the Senior Graphic Designer, the post-holder will play an essential role in producing our design work for print and digital channels.

Reporting to the Studio Manager, the post-holder will collaborate with a wide range of internal stakeholders and be responsible for delivering creative solutions that uphold our brand guidelines.

KEY RESPONSIBILITIES

- Create design elements (print and digital) from concepts to final delivery whilst meeting deadlines.
- Develop, manage, and deliver the design for our paid for digital campaigns following briefing from the marketing team on their monthly requirements, including concepts, templates and mock-ups.
- Develop and manage the concepts and final assets for our monthly social media campaigns and deliver to our Senior Digital Content Officer.
- Provide final artwork files to our printers.
- Contribute to the creative process by attending ideas sessions with colleagues across the Directorate.
- Ensure consistent brand look and feel and tone of voice across all output.

General Responsibilities

- Embrace diversity and share in our commitment to equality of opportunity and to eliminating discrimination
- Model and embed Independent Age's values and behaviours.
- Share in our commitment to promoting welfare and safeguarding adults at risk of harm and any children or young people connected with them that we may come into contact with through our work.
- Ensure that information is obtained, used and stored in accordance with our Data Protection and Confidentiality policy.
- Undertake any other duties commensurate with the level of the role.

How We Work

At Independent Age, we live by our values and EDI principles.

Our Values are that we are:

Purpose-driven - the experience, needs and views of older people are central to everything we do

Compassionate - we listen, care and take action

Expert - our work is evidence-based and solution-focused

Collaborative - we work in partnership to maximise our impact

Accountable - we work with integrity and transparency

Inclusive - we value diversity and always treat everyone fairly with dignity and respect

To put our EDI Principles into practice, we will:

- proactively challenge ageism and other forms of discrimination throughout our work
- celebrate and champion diversity within and outside our charity and create a culture where everyone knows that they belong
- develop our leaders so they can act as role models and champions and our staff so they can embrace these principles and apply them in their work
- deliver equity of opportunity for our staff, volunteers and the people who use our services whether they have a protected characteristic or not
- ensure our strategy, policies and actions are integral to our annual planning processes to ensure that we deliver our goals and that our values are central to their delivery
- commit to setting target indicators for diversity and regularly review progress
- collect data to enable us to track our progress
- be publicly accountable and transparent about our progress
- use our influence to proactively champion the principles of EDI internally and with external partners
- continuously improve, adopt best practice and learn from and share with others

PERSON SPECIFICATION

- Experience working in either an in-house studio or a design agency with a very good knowledge of the design process.
- Experience of producing and delivering designs for different media, including print, digital and social.
- Proficient in Adobe Creative Cloud programmes and Microsoft Office.
- Excellent attention to detail.
- Experience working on multiple briefs with different deadlines. Including experience of taking a brief from a colleague and co-ordinating delivery, incorporating any required amendments.
- The ability to take instruction and deliver with a can-do attitude.
- A willingness to take, and act on, feedback.
- Demonstrable commitment to collaborative teamwork. Good interpersonal skills with the ability to use initiative to convene people if the need arises and problem solve with workable solutions.
- Ability to communicate and articulate clearly, written and verbally, to our external suppliers and build positive and respectful relationships.
- A portfolio that reflects ability to think creatively and demonstrates strong typographic skills and attention to detail.
- A demonstrable passion for, and affinity with, our cause.

Desirable

- Relevant qualification in design
- Animation skills