

## Job Description – Senior Designer

<b>Job title:</b>	Senior Designer
<b>Hours:</b>	35 hours per week
<b>Employment type:</b>	Permanent
<b>Team:</b>	Creative (within Brand, Music & Entertainment directorate)
<b>Location:</b>	Hybrid (minimum 4 days a month in London Office)
<b>Line Manager:</b>	Head of Creative
<b>Direct Reports:</b>	Designer

### About this role:

The Senior Designer is a key position within the Creative team, responsible for designing high-quality creative solutions across a wide range of projects, ensuring creative outputs meet organisational objectives and align with brand guidelines.

The role provides senior support to the Head of Creative and works closely alongside the Creative Manager, providing expert insight on design requirements and team capacity that guide decision making about how we efficiently resource the team.

The role includes line management of the Designer, as well as providing oversight, direction and developing relationships with freelancers, agencies and occasionally volunteers, supporting team capacity and expanding our creative potential.

Responsible for leading the delivery of key creative projects, developing creative concepts to help our brand stand-out from the crowd, and offering expert advice on timelines, production and brand alignment to support project management.

The role requires strong capability in translating audience insight into creative solutions across digital and print, working with colleagues across the charity to produce distinctive visual assets for a range of channels and formats. It's vital the role remains up to date with the latest requirements for content creation across digital platforms – and a close working relationship with the Communications team is important in supporting this. The Senior Designer is also expected to work confidently with external suppliers and to understand the technical and production requirements involved in developing materials for print.

A core part of the role is to act as a steward of the organisation's visual identity, maintaining consistency and quality across creative output and supporting colleagues to produce on-brand materials. This

includes advising on the application of brand guidelines, developing and signposting colleagues to templated resources and contributing to the ongoing development and maintenance of brand style guides and toolkits.

We have a flexible work culture, speak to us about how you can do this job flexibly.

## What you'll be doing:

- Lead, manage, motivate and support the professional development of the Designer, including coaching, constructive feedback, performance management, regular 1-2-1s and annual review conversations.
- Develop high-quality creative content within visual identity guidelines that performs effectively across print and digital channels.
- Take a leading role across key projects, using expert knowledge of design principles, audience insight, channel requirements and creative best practice to co-develop clear, effective creative briefs.
- Agree project timelines, deliverables and creative requirements with project leads, identifying opportunities, risks and resource needs early.
- Provide regular updates on ongoing project work, team capacity and resource, working closely with the Head of Creative and Creative Manager to support effective planning and prioritisation.
- Influence and engage stakeholders at all levels, steering creative work towards engaging, distinctive, accessible and on-brand outcomes.
- Act as a key point of contact for brand and design queries, providing clear, constructive guidance on the use of Teenage Cancer Trust's visual identity and branded collateral.
- Work closely with the Head of Creative to develop and maintain a practical, accessible, distinctive and consistently applied creative identity.
- Lead creative ideation sessions and workshops that support strong, insight-led creative development.
- Build, maintain and manage a reliable roster of suppliers, freelancers and agencies, ensuring quality, value for money and appropriate external support for creative delivery.
- Make informed recommendations about creative production, suppliers and budget use, balancing quality, cost, timelines and available internal resource.
- Identify improvements in team processes and planning, proposing solutions that improve resource management, efficiency and creative delivery.
- Take joint responsibility for keeping team planning documents and systems, such as Monday.com, accurate and up to date.
- Ensure creative content, photography and illustration represent and speak to a wide and diverse range of people.

- Act as a key stakeholder in the development of photography briefs and requirements associated with Content Central (our asset management system)
- Lead the ongoing development of the Brand Stencil online template platform, using user insight and feedback to evolve templates and support, guide and approve user content.
- Maintain a strong understanding of regulatory and best-practice requirements for visual assets, including Fundraising Regulator marks and charity registration numbers.
- Maintain and promote expert understanding of accessibility best practice across digital and print design.
- Provide specialist advice on design principles, production techniques and visual communication best practice to colleagues across the charity.
- Maintain professional curiosity by reviewing creative activity inside and outside the charity sector, as well as emerging design techniques and trends, to help keep Teenage Cancer Trust's visual identity fresh and effective.

You may be asked to undertake any other duties that are commensurate with the post as requested by your manager and you must carry out the duties of post in accordance with Teenage Cancer Trust policies and procedures.

## What you'll bring to the team:

### Essential skills and experience

- Significant professional experience working as a graphic designer in a professional environment.
- Degree-level qualification or equivalent in Graphic Design, Visual Arts or a related discipline **or** equivalent relevant professional experience.
- Experience leading design projects, analysing briefs and working with multiple stakeholders to deliver agreed outcomes and objectives.
- Experience influencing, engaging and managing relationships with colleagues and stakeholders at all levels, including external stakeholders such as partners or supporters.
- Experience working with external service providers, such as printers, photographers, freelancers or agencies.
- Experience developing creative concepts within visual brand guidelines and adapting them for different audiences, channels and formats.
- Strong understanding of brand, including the role of visual identity and tone of voice in organisational communications.

- Expert knowledge of design theory, visual hierarchy, balance, typography, layout and information weighting.
- Strong ability to translate complex information into clear, well-presented and engaging visual communications.
- In-depth knowledge of production techniques, print processes, artwork preparation, file formats and quality standards across print, digital, web and large-format outputs.
- Strong working knowledge of industry-standard creative software, including Adobe Creative Suite, with good working knowledge of Microsoft Office, including Word, PowerPoint and Excel.
- Experience in animation using Adobe After Effects.
- Strong photo-editing and adaptable illustration skills.
- In-depth knowledge of accessibility best practice in design.
- Ability to interpret brand guidelines to create compelling, aligned creative content.
- Ability to explain design techniques, terminology and decisions clearly in plain English.
- Excellent written, verbal, visual and interpersonal communication skills, including listening, evaluating, tact and diplomacy.
- Strong stakeholder engagement, influencing and negotiation skills.
- Able to think quickly, use initiative and respond calmly to unexpected opportunities, queries or challenges.
- Able to work independently and collaboratively as part of a team.
- Able to work under pressure, manage competing priorities and meet deadlines.
- Excellent time-management and planning skills, including effective use of collaboration tools and techniques.
- Creative, solution-focused and curious, with enthusiasm to learn and improve.
- Able to motivate, energise and collaborate with others, leading by example where appropriate.

## Desirable skills and experience

- Charity experience welcomed but not essential
- Previous experience in line management or supporting the development of others
- Photography skills/experience
- Video editing experience

## Our Values

You will be committed to and will work in line with Teenage Cancer Trust's values: Determined, United, Spirited and Kind.

- Work in a **determined** way facing problems and getting things done.
- Be **united**, work with knowledge passion and respect.
- Be brave, believe in possibilities, be **spirited**.
- Be **kind**: see everyone's value, treat them as individuals and welcome their ideas.

## Safeguarding Commitment

Teenage Cancer Trust is committed to safeguarding and promoting the welfare of young people and adults at risk. We expect all staff and volunteers to share this commitment and to contribute to creating a safe and inclusive environment for everyone we work with.

## Disclosure and Barring Checks (DBS)

At Teenage Cancer Trust we're committed to delivering a service to teenagers and young adults with cancer that is embedded in safeguarding and safe working practice guidance. As this role will have occasional contact with young people and work with/have access to their imagery/film content, it is subject to a Basic list Disclosure and Barring Service check.