



Marketing and Communications - Communications

Job Title:	Graphic Designer
Reporting to:	Content Lead
Dogs Trust Grade:	E
Location:	London office with hybrid working

Job Purpose

The Graphic Designer will craft compelling and impactful designs and concepts for a variety of channels and audiences, creating engaging multi-media content that supports our strategic goals, and brings the Dogs Trust brand to life. This role requires a designer who can craft strong visual identities, bringing creativity and high-level thinking to every project, and ensuring consistency in our look and feel across multiple touchpoints.

Overview of the Department/Team

Dogs Trust is the UK's largest dog welfare charity, with a network of over 20 rehoming centres in the UK and fostering schemes. Dogs Trust believes in a better life for every dog.

The Marketing and Communications division plays a critical role in building the Dogs Trust brand and driving engagement with its mission to help the dogs who need us most.

This role sits in the Content team and plays a vital role in delivering consistent and impactful brand experiences for our audiences, across all touchpoints.

The Graphic Designer will work closely with all members of the Content Team and collaborate with colleagues across Marketing & Communications, including Brand, Strategy and Planning, Social Media, Digital Marketing, UX design and Internal Communications, and the broader organisation, to deliver creative and effective design solutions that support a wide range of organisational goals and cross-functional initiatives.

Key areas of accountability

Develop Dogs Trust visual identities, ensuring cohesive and impactful brand storytelling. Creatively interpret strategic messaging into campaign concepts and design solutions that can translate for a range of audiences across digital and print channels.

Produce a wide range of marketing and communications materials for internal and external, online and offline channels, including social media assets, infographics, publications, brochures, leaflets, posters, website banners, email templates, and presentations.

Ensure colleagues across the Marketing and Communications Division understand design needs for key projects and develop creative briefs that align with campaign objectives and target audiences through effective collaboration.

Oversee and deliver multiple projects from concept to delivery, working closely with the Content Lead and Studio and Outsourcing Manager to outsource projects to external suppliers as necessary, ensuring high quality, on-brand results.
Design Dogs Trust's yearly supporter magazine Wag, working closely with the Senior Copywriter and wider Content team.
Be a champion for the brand, ensuring a cohesive brand identity and consistency across channels and touchpoints and support brand development and guideline maintenance through working closely with the Brand team.
Develop and maintain a range of design templates that can be devolved for use across the organisation, using design tools such as Canva.
Stay up to date with design trends and competitor activity to inform fresh ideas and treatments. Maintain knowledge of the latest tools, software and emerging technologies to push creative boundaries. Proactively seek opportunities to enhance skills and knowledge and apply them to your work.
Ensure all design work adheres to accessibility standards and EEDI best practice.
Any other reasonable duties.

Person Specification
<i>Essential skills, qualifications, experience, and attributes for shortlisting purposes</i>
A strong portfolio that demonstrates a high level of creativity and technical skill in graphic design, showcasing a diverse range of projects and design solutions.
Excellent knowledge of digital design and understanding of digital accessibility standards.
Strong strategic thinking and ability to collaborate effectively with brand and marketing teams.
Demonstrated proficiency in Adobe Creative Suite (InDesign, Photoshop, Illustrator) and other relevant design software, with the ability to confidently utilise these tools to produce high-quality work.
Strong technical skills in artworking, typography and layout design. Practical knowledge of print production processes, including preparing files for print and liaising with printers.
Experience working with established brand guidelines and successfully maintaining a consistent brand identity across various channels.
<i>Other essential requirements assessed at interview and/or through a practical assessment</i>
Excellent communication and interpersonal skills, with the ability to effectively convey ideas and collaborate with colleagues at all levels, both independently and as part of a team.
Exceptional attention to detail and a strong commitment to producing accurate, high-quality work that consistently meets brand standards.
Proven ability to effectively manage multiple projects simultaneously, prioritising tasks, meeting deadlines, and adapting to changing priorities in a fast-paced environment.
A clear understanding of the charity sector and its communication challenges.
Commitment to the aims and objectives of Dogs Trust.
<i>Desirable skills, qualifications, experience, and attributes</i>
Experience in motion graphics and animation and proficiency with Adobe tools including After Effects and Animate.
Experience in illustration and proficiency with digital illustration tools including Adobe Illustrator.
Experience using AI (e.g. Adobe Firefly) to streamline workflow and improve turnaround times.

Our values and behaviours
The culture at Dogs Trust is based on our values and behaviours which underpin everything that we do.
We dream big
Thinking boldly – We channel our passion and commitment to be open to new ideas and possibilities, and to be brave enough to generate and try out new ways of working.
Embracing change – We have the courage, imagination and flexibility to focus on what really matters and adapt as needed to turn our dreams into reality.
We're on the ball

Staying curious – We pay attention to what’s going on around us and remain open-minded. We learn from others and consider different angles and perspectives.

Focusing on impact – We are passionate about the difference we make. We use our knowledge and experience to plan our work, solve problems effectively and achieve what we set out to do.

We make things happen

Being proactive – We have a positive, can-do attitude. We actively build strong relationships with others to solve problems and create opportunities.

Working together – We are collaborative and inclusive. We create relationships based on kindness, trust and respect to bring out the best in ourselves and others.

Additional information

Roles based at our London office operate a smarter working model, which includes working from the London office and from home, depending on the task.

The role may be required to travel to sites across the UK as necessary with occasional overnight stays.

Last revised: June 2026

