

Job Description

JOB TITLE	Managing Designer		
REPORTS TO	Production Controller	LOCATION	Hybrid role – home working with 2 days/week in London office
TEAM	Mission/Engagement/Publishing Services	GRADE	Grade 3

JOB PURPOSE AND OBJECTIVES

- To work flexibly and collaboratively with in-house and freelance colleagues to deliver a responsive, creative and innovative graphic design service for the Connexional Team.
- To deliver graphic design solutions for all Methodist Church content whether produced as digital outputs (including webpages, eBook, pdf or on social media), print (including cased books, magazines and marketing collateral) or merchandise, which:
 - maintain the Methodist Church brand in accordance with corporate guidelines for tone of voice and visual identity,
 - are based on 'digital first' thinking that results in concepts that can accommodate and be used to create content in any media and on many platforms from the outset (e.g., for complementary suites of webpages, social media, pdf downloads and hard-copy, printed resources);
 - meet the needs of our audiences and the requirements of originators of these products within the Connexional Team, and occasionally from outside it.
- To agree briefs, develop concepts and plan and oversee the creation of a wide range of high quality design work to meet those briefs.
- To maintain high creative standards, mindful of copyright, and permissions and consents for the use of images etc.
- To work with the Production Controller to schedule projects and project manage jobs, to ensure the design elements are delivered to brief, on brand, on time and on budget.
- To develop and manage a team of freelance designers, photographers and illustrators, and manage and develop an Assistant Designer, and direct administrative support.
- Aim for all design work to be at the forefront of religious/church publishing, standing apart from/above that of our contemporaries. To have a broad understanding of the work published by competitors in the market, as well as wider design trends and developments.

JOB DIMENSIONS

RESOURCES UNDER CONTROL

Direct reports	Assistant designer (and responsible for oversight of design freelance)
Resources (e.g. budget control, size of operations under control)	N/A

ROLE ACCOUNTABILITIES

The activities, functions and areas of accountability for the job:

- 1 To deliver responsive design solutions for all published outputs from the Connexional Team that

are highly creative, ambitious, innovative and market-aware, meet the stated needs, and are on brand, on time and on budget.

This will be achieved by:

- 1.1 acting as brand guardian, ensuring all outputs adhere to brand standards, advising colleagues about the correct use of the brand and challenging incorrect usage when necessary;
- 1.2 working collaboratively with the Production Controller to deliver an agile design service, by managing in-house staff and freelance design resources, and project managing all design work, including creating concept designs, assigning and timetabling workloads, prioritising and where necessary re-prioritising work, using the tools and systems provided;
- 1.3 directing the work of the Assistant Designer;
- 1.4 sourcing and developing strong working relationships with freelance designers, photographers and illustrators to ensure that we can deliver agile and innovative design to meet our changing needs according to audience and product spec;
- 1.5 liaising closely with Comms/Digital sub-team colleagues to ensure coordinated and comprehensive design solutions and timely delivery that is based on 'digital first' thinking; representing the design sub-team in meetings to discuss new publishing projects or campaigns and agree concept briefs;
- 1.6 determining, with the Production Controller, the designer(s) to work on delivery of each product and briefing as necessary;
- 1.7 producing artwork that meets the requirements of the originator to support their project's aims and objectives, appeal to the stated audience, and follows the Methodist Church's corporate brand guidelines, including but not exclusively for electronic imagery/layouts of web pages and social media; electronic 'product' such as PowerPoint, pdf or eBooks, and design and typesetting for traditional print, including magazines, cased books and marketing collateral;
- 1.8 producing artwork using a range of digital design and web software packages, such as the current Adobe Creative Suite;
- 1.9 undertaking photo research or when necessary arranging photo shoots, mindful of any agreed project budget;
- 1.10 sourcing and briefing illustrators when necessary, mindful of any agreed project budget;
- 1.11 working collaboratively with others in the extended design sub-team to improve design creativity by mutual critique, sharing software knowledge and troubleshooting, training and coaching;
- 1.12 regularly reviewing online and printed materials from other providers and art more generally to keep abreast with publishing 'competition', creative trends (e.g., annual colour palettes) and for creative stimulus from outside the immediate sphere of the Methodist Church (e.g., visiting art galleries and attending trade shows).

2 To provide administrative support for all assigned projects by:

- 2.1 keeping the 'work in progress' log updated and contributing to related meetings to keep projects on schedule;
- 2.2 ensuring design freelancers receive thorough briefs, and contracts are issued and returned (with HR and Admin support) for freelance contributions;
- 2.3 ensuring permissions and consents are cleared and documented correctly for photography;
- 2.4 liaising with printers and raising purchase orders, tracking the progress of print orders and goods in to alert the originator and warehouse etc to any slippage in delivery;
- 2.5 being aware of budgetary constraints for each project and ensuring these are adhered to. Checking invoices for payment;
- 2.6 supporting the print and distribution requirements for regular mailings such as *the connexion*;
- 2.7 performing all other necessary administrative tasks related to the design for a project.

3 To provide a Team-wide 'bespoke' design service, including:

- 3.1 working with the Church's image library, ensuring images are added and catalogued correctly, with consent and rights cleared and documented;
 - 3.2 in making output decisions, considering the 'green credentials' of options for print and packaging to support the Methodist Church's commitment to carbon reduction;
 - 3.3 demonstrating a commitment to accessibility for all, e.g., to facilitate accessibility for visually impaired people.
- 4 Undertake any other reasonable duties as requested by the Production Controller, Director of Engagement or Head of Mission.

Person Specification			
	Essential	Desirable	Assessment Method
Education and Training			
A portfolio of work demonstrating a range of digital and print design experience	X		A+P+I
Educated to degree level (or equivalent formal qualification) in graphic design or visual communication		x	A+Q+I
Proficient with software for design such as Adobe InDesign, Illustrator and Photoshop, and for web content management	X		A+I+P
Proficient with Microsoft software such as Word, PowerPoint, Sharepoint and Teams	X		A+I
Proven Abilities, Knowledge and Skills			
Demonstrable graphic design skills, with experience and creative excellence across a range of styles and media within the constraints of a corporate brand	X		A+I+P
Demonstrable experience of delivering creative solutions to fulfil design briefs for a range of audiences	X		A+I+P
Experience within an organisational design function or design company		x	A
Knowledge and demonstrable experience of print design and production	X		A+I+P
Knowledge and demonstrable experience of typesetting	X		A+I+P
Knowledge and demonstrable experience of delivering design solutions for digital resources, including social media, and design for the web including use of content management systems to update web pages	X		A+I+P
Administrative skills and experience (including file management and scheduling)	X		A+I
Project management skills and experience	X		A+I
Experience of coordinating and scheduling the work of in-house and outsourced freelance designers	X		A+I+P
Demonstrable experience of interpreting the requirements of clients and translating them into coherent design briefs.	X		A+I+P
Experience of line management	X		A+I
Experience of voluntary sector and preferably Church clients		x	A+I
Personal Qualities			
Good communication skills	X		A + I + P

