



Web Designer

Job title:	Web Designer
Working hours:	Part-time 21-hours per week (to be worked flexibly)
Salary:	Grade B £24,987 (part time pro-rata £14,992)
Reporting to:	Design Manager
Direct Reports	Student Staff

Role Purpose:

The Web Designer will contribute to the development of the online Guild's brand through creative and innovative web designs. Working collaboratively with the Graphic Designer and the Digital Platforms Coordinator, you will lead the way for design standards, implement new ideas, bring specialist skills and maintain the high standard of digital creative output.

Key Accountabilities:

- Our diverse student community find our website and digital marketing platforms accessible, relevant and engaging. Barriers are removed to ensure all students can engage with us digitally.
- Our web and digital marketing platforms reflect our brand and values and are shaped by students.
- A strong brand identity and trust in Exeter Students' Guild, including increasing students' trust in, and satisfaction with, the Guild.

Key Responsibilities:

Delivery

- Conceptualise and create impactful, engaging and easy-to-navigate UI designs with a strong understanding of UX best practice.
- Create, implement, and develop a suitable digital system and incorporate the brand scheme into the web design.
- Make functional graphics, digital proofing, UI/UX designs and visual concepts that catch the eye and inspire users.
- Work closely with the Digital Manager and Digital Platforms Coordinator to ensure webpages are functional, showcase our brand and ensure our content is engaging and relevant.
- Work closely with the Marketing team and project leads to co-create creative digital campaigns, briefs, and projects.
- Create and deliver briefs for producing webpages that align with our brand identity, vision and needs.
- Research new design technologies to create wireframes, mock-ups, prototypes and visual designs for digital collaterals that are accessible, innovative and engaging.
- Assisting the Design and Digital teams with all aspects of website design and implement new web features.

Role Profile: Web Designer



Development

- Regular development of our website to reflect our evolving branding, ambition and goals to keep it fresh and innovative.
- Work with the Design Manager to develop our brand strategy and supporting plans to develop and evolve our brand ambition, in particular contribute to digital plans with the Digital Manager.
- Identify trends across the digital, design and web sectors to learn from best practice and develop our approach.
- Regularly review insights and data to inform our brand and website and develop recommendations and action plans for improvement.

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 web design work that showcases campaigns, projects and opportunities.
- Experience with web development, including some knowledge of HTML/CSS and an understanding of UX web platforms (ideally Webflow).

Skills & Abilities

- Brand Activism: able to engage and inspire diverse audiences through authentic web design and user experience.
- Project Management: able to plan and organise digital 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: Able to use Adobe Creative Suite and web prototyping tools (such as 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.