



## Candidate Information

**Position:** Graphic Designer  
**School/Department:** Marketing and Communications  
**Reference:** 22/109936  
**Closing Date:** Monday 4 July 2022  
**Salary:** £24,871 - £28,756 per annum  
**Anticipated Interview Date:** Tuesday 19 July 2022

### JOB PURPOSE:

Working with the Creative Marketing Manager to develop creative, innovative ideas and concepts to communicate and promote key students recruitment activity and University Ranking and reputation activity.

### MAJOR DUTIES:

1. Provide specialist technical knowledge and expertise to develop creative, problem solving concepts for a wide range of University marketing campaigns and strategic projects to be implemented across a wide range of platforms including print, web, video, social media and other presentation media.
2. Provide independent advice on concept development to internal staff using external suppliers and service providers.
3. Liaise independently with internal staff regarding marketing projects. Interpret their requirements and develop conceptual design solutions to engage with their required target audience.
4. Contribute to the development of the marketing department by identifying new and improved methods for communicating with the University's target audience utilising up to date technology, software and equipment.
5. Maintain brand and message consistency across University channels.
6. Ensure high standards are maintained in the quality of graphic design work produced to meet the University's needs.
7. Carry out any other duties, which are appropriate to the post as may be reasonably requested by the Creative Marketing Manager.

### ESSENTIAL CRITERIA:

1. Undergraduate degree or equivalent level in Graphic Design or related discipline.
2. At least 3 years' relevant experience in a professional graphic design environment, which will include:
  - Proven track record of the design and production of a wide variety of print and marketing materials for successful, creative marketing campaigns.
  - Experience of and ability to understand, conceptualise and interpret graphic design requirements to meet specific briefs.
  - Experience of full Adobe suite, content management systems and other video/editing software and equipment.
  - Experience of ensuring consistency with corporate brand guidelines including styling and imagery guidelines.
3. Excellent IT Skills and up to date practical experience of relevant software packages including Microsoft Office in a working environment.
4. Experience of a range of social media channels for example Twitter, Facebook instagram and Tik Tok.
5. Experience of presenting creative ideas to colleagues.
6. Knowledge of using Content Management Systems and WIX/similar.
7. Excellent verbal and written communication skills.
8. Flexible, able to multi-task, problem solver, team player, deadline driven, keen attention to detail, able to give and receive feedback.
9. May be asked to work occasional evenings and weekends to meet project deadlines.

### DESIRABLE CRITERIA:

1. Experience of working in the higher education sector and /or designing for the target audience.
2. Experience of presenting to senior organisational staff.