
TITLE: Designer, based at Tower Hamlets Campus
(initial 12 months contract role with possibility of extension)

GRADE: Scale 5

RESPONSIBLE TO: Group Head of Marketing and Communications

PURPOSE OF JOB:

- To work with the Group marketing teams to develop and design marketing collateral for both internal and external College group use;
- Work with external suppliers including designers, printers and web
- To manage and maintain appropriate use of the College brand/s.

MAIN TASKS AND RESPONSIBILITIES:

1. In common with all other staff:

- 1.1 To support the College's mission, vision, values and strategic objectives;
- 1.2 To implement the College's Equality and Diversity policies and to work actively to overcome discrimination on grounds of all protected characteristics; sex, race, religion/belief, disability, sexual orientation, age, pregnancy/maternity, gender reassignment status, marriage/civil partnership status.
- 1.3 To take responsibility for one's own professional development and participate in relevant internal and external activities;
- 1.4 To implement the College's health and safety policies and practices.
- 1.5 To contribute to the College's commitment to continuous improvement as identified in the College's charter and quality assurance systems.

2. In common with all other support staff:

- 2.1 To participate in College-wide projects and tasks.

- 2.2 To work in other support services areas to meet the specific needs of workload peaks.
- 2.3 Such other duties of a similar nature commensurate with the grade as may be required from time to time. This will require working in other locations/sites of the College.

3. Particular to the Post:

- 3.1 To work effectively within the marketing team to produce creative designs, from concept through to final design, preparing presentation of design ideas by computer rendered visuals.
- 3.2 To coordinate the College's collateral design requirements, under the supervision of the Group Head of Marketing and Communications and marketing team colleagues. This will involve print, digital and electronic media.
- 3.3 To manage and work with external suppliers including designers, printers and web agencies to adapt bespoke designs for use across College platforms.
- 3.4 Under the supervision of the Group Head of Marketing and Communications and marketing team colleagues, work with staff across the College to design a variety of external and internal promotional and marketing collateral such as leaflets, flyers, advertising, posters etc as well as for electronic media and websites, making sure deadlines are met. This will involve checking the validity of information, formatting it appropriately or editing to house style and liaising with external agencies such as printers.
- 3.5 To ensure that materials and displays adhere to the College's corporate identity and meet the requirements of other external funding bodies.
- 3.6 To create and manage day-to-day design enhancements/updates to the College's websites and intranet site ensuring that it is kept up to date and providing relevant information and promoting a positive and modern image of the College.
- 3.7 To take responsibility to manage and maintain a cohesive New City College (and individual partner colleges) house style guide.
- 3.8 To maintain detailed/accurate records of work, to file effectively all artwork.
- 3.9 To support the College's promotional events, which will involve attending external venues and some out of hours working.
- 3.10 To take part in the day-to-day operation of the marketing department and provide support as necessary to ensure the smooth running of its operations including collation of promotional packs.

- 3.11 To offer technical advice and input on the development and management of the College's website and intranet.

4. Person Specification:

- 4.1 Degree in Graphic Design or equivalent.
- 4.2 Minimum 2 years of experience in a similar sized organisation managing creative design projects from initial brief to finished product/s.
- 4.3 Experience and expertise in using multiple packages including, but not exclusively, In-design, Photoshop, Illustrator, Dreamweaver and Flash.
- 4.4 Experience designing for multiple platforms including print and digital.
- 4.5 Strong awareness of brand identity and expertise in managing/creating identities.
- 4.6 Experience designing marketing and promotional materials for both youth and adult audiences.
- 4.7 Possess ability to work and create at pace and managing multiple projects and meet deadlines.
- 4.8 Strong creative sense and full understanding of the role of design in building brand and customer engagement.
- 4.9 Possess excellent attention to detail.
- 4.10 Experienced in receiving and interpreting client briefs and producing high quality creative work.
- 4.11 Experience of web design/maintenance and familiarity with designing on digital platforms.
- 4.12 Experience working client and/or agency side.
- 4.13 Excellent working knowledge of print and design and web techniques.
- 4.14 Possess good awareness and understanding of accessibility in design.
- 4.15 Excellent communication and inter-personal skills.
- 4.16 Able to work as part of the marketing team and independently with minimum supervision.

4.17 Confident and experienced working with external suppliers including design agencies, printers and web agencies.

Desirable

4.21 Experience of working in the education sector.

4.22 Knowledge/experience of HTML and Adobe After Effects

Additional Information:

Working Arrangements

Hours of work: 35 hours per week - all year round. Routine fixed daily start and finish times between 08:30 and 21:00 by agreement.

Under exceptional circumstances, e.g. alterations in the College's pattern of working or changes in pattern of demand, the hours of attendance maybe varied after consultation with the member of staff concerned.

Please supply a separate email with three examples of your recent creative work or web address to access your examples.