**CITY OF BRISTOL COLLEGE**

**JOB DESCRIPTION**

**TEAM: Marketing**

**JOB TITLE: Graphic Designer**

**SALARY: £23,946 - £26,166**

**RESPONSIBLE TO: Marketing Manager**

**RESPONSIBLE FOR: N/A**

1. **JOB PURPOSE**

# To develop and produce professional innovative multimedia content across a wide range of marketing and communications media including print and digital.

* To plan, manage and deliver multimedia content across multiple online and offline platforms as part of an integrated marketing and communications team, for the purpose of raising and maintaining the profile and reputation of the College.
* To work alongside the Marketing Manager to provide advice and guidance on the College brand and visual identity both internally and externally.

**2 PRINCIPAL ACCOUNTABILITIES**

* To work closely with the Marketing Manager / Director of Marketing, Communications and Student Services and marketing team to ensure all multimedia content work meets the brief and is delivered within deadline.
* Working with our Web and Social Media Editor to provide creative direction with regards to multimedia marketing campaigns, ensuring high quality, innovative content across a full range of media.
* To quickly understand the College’s target markets, programme and structure in order to develop the content, style and design.
* Working with the Marketing Manager to evolve and maintain corporate guidelines for use of the College’s visual identity, in marketing and communications materials in a variety of media.
* Strong experience of using the Adobe Creative Suite (or comparable software), experience of using video software such as Premiere Pro, Adobe After Effects and Final Cut Pro would be very advantageous.
* To develop multimedia templates for marketing and communications media that can be drawn upon for repeat use.
* To liaise with external printers to obtain print quotes and negotiate costs within agreed budget.
* To take responsibility for artworking, submission and quality checking of all printed material.
* To work with the College’s web development agency and Web and Social Media Editor and contribute to the design of the website in line with corporate guidelines.
* To act as a creative lead and develop concepts for a wide range of marketing campaigns.
* To develop briefs and provide a service of photography (and video) for the College to use across multimedia.
* To work in the marketing and communications team and contribute to general marketing efforts, as required (i.e. support open events, applicants days and enrolment sessions)
* To keep up-to-date with developments in software, techniques and systems and to recommend upgrades for hardware/software to keep current within the requirements of the industry.
* Monitor the multimedia content activities of competitors, occasionally presenting these findings to the Marketing Manager.
* Ability to communicate to a wide variety of colleagues across all levels of the organisation.
* Ability to prioritise workload and work under pressure to meet conflicting deadlines.
* Supervise graphic design interns and liaise with external agencies regarding overspill graphic design tasks.

**3 GENERAL**

Your principal place of work will initially be the College's premises in Bristol or South Gloucestershire. However, you may be required to work on either a temporary or an indefinite basis at any premises within reasonable daily travelling which the College currently has or may subsequently acquire or at any premises at which it may from time to time provide services.

This is a non-contractual document. It is possible that from time to time your job description may be reviewed and updated to ensure it is still relevant to the role you perform or to add any proposed changes. If this occurs the appropriate line manager, in consultation with you, will discuss the details before any changes are made. You will then be issued with an updated version of your job description

1. **SPECIAL CONDITIONS**

* To work to ensure continuous quality improvement and service excellence.
* The post holder may be required to undertake occasional evening and weekend work.