



## **JOB DESCRIPTION**

<b>Job Title:</b>	Graphic and Digital Designer
<b>Date:</b>	June 2025
<b>Department:</b>	Marketing and Communications
<b>Reports To:</b>	Head of Marketing and Communications
<b>Purpose of the Position:</b>	
To shape and deliver the College's visual identity across print and digital media, producing engaging content that supports marketing and communications. This includes designing for web, email, and social media, as well as capturing and editing photography that reflects the College's ethos. Ideal for a creative professional with strong technical skills and a passion for visual storytelling.	
<b>Departmental Information</b>	
<b>Marketing and Communications at Wellington College</b> The Marketing and Communications department at Wellington College plays a central role in shaping and sharing the College's story with internal and external audiences. The team is responsible for developing and implementing strategic marketing campaigns, managing media and public relations, and creating compelling content across digital and print platforms. They oversee brand management, support pupil recruitment, and ensure consistent, high-quality communication that reflects the College's values and ambitions.  In addition to its work across the main College, the department provides support, guidance, and strategic brand oversight to Wellington College Prep (WCP), the Wellington College International (WCI) office, and Wellington College Education, ensuring alignment and excellence across all parts of the Wellington family.	
<b>Main Tasks and Responsibilities:</b>	
<ol style="list-style-type: none"><li>1. <b>Lead the creation of compelling visual content</b> across print and digital platforms, ensuring alignment with the College's brand identity and values.</li><li>2. <b>Design and produce high-quality printed materials</b> such as brochures, leaflets, posters, and event programmes that reflect the College's ethos and support key campaigns.</li><li>3. <b>Create engaging digital assets</b> for the College website, social media, email campaigns, and online advertising, optimised for various platforms and audiences.</li><li>4. <b>Capture and edit professional photography of College life</b>, events, and the campus environment to support storytelling and marketing initiatives.</li><li>5. <b>Support the development and delivery of integrated visual campaigns</b> that resonate with diverse audiences.</li><li>6. <b>Manage multiple design projects</b> from concept to delivery, ensuring creativity, consistency, and timely execution.</li><li>7. <b>Contribute to the evolution of the College's visual storytelling</b>, bringing fresh ideas and creative direction to enhance brand engagement.</li></ol>	

8. **Maintain and develop the College's digital asset library**, ensuring all content is current, well-organised, and easily accessible.
9. **Ensure all visual content meets safeguarding**, accessibility, and brand compliance standards, with sensitivity to the educational context.
10. **Support internal communications** by designing materials for staff and student engagement, including presentations, infographics, and internal platforms.
11. **Maintain an organised archive of design assets and templates**, supporting efficiency and brand consistency across departments, and across the family of schools
12. **Liaise with external suppliers** such as printers, photographers, and creative agencies to ensure high-quality production and delivery.
13. **Stay up to date with design trends** and digital innovations, applying new techniques and tools to enhance the College's visual presence.

#### **Person Specification – Essential Knowledge, Skills and Qualifications**

1. **Minimum of 3 years' experience** in a graphic design role, with a strong portfolio demonstrating creative excellence across both print and digital media.
2. **Video editing and/or motion graphics skills**, using tools such as Adobe Premiere Pro or After Effects.
3. **Knowledge of HTML/CSS**, particularly for email design and web layout adjustments.
4. **Familiarity with digital asset management** systems and best practices for organising and maintaining visual libraries.
5. **Advanced proficiency in Adobe Creative Suite**, particularly InDesign, Photoshop, and Illustrator. Plus good working knowledge of Figma, Canva, and WordPress
6. **Experience of working with Artwork files** – to assist in on and offline design
7. **Proven experience in photography**, including both capturing and editing high-quality images for professional use.
8. **Strong conceptual thinking** and visual storytelling ability, with a keen eye for detail, creativity, and design consistency.
9. **Experience designing for a variety of platforms**, including print, digital, and social media; canva,
10. **Understanding of digital platforms**, including basic content management systems (CMS) and digital publishing tools.
11. **Excellent communication and interpersonal skills**, with the ability to work collaboratively with a wide range of colleagues.
12. **Strong organisational skills**, with the ability to manage deadlines and prioritise a varied workload effectively.
13. **Understanding of accessibility standards** and inclusive design principles for diverse audiences.
14. **Awareness of safeguarding requirements** and good practice within an educational or youth-focused setting.
15. **Well-developed understanding of the English language**, both written and spoken.

#### **Qualifications**

- Good-level degree or professional equivalent in Graphic Design, Visual Communication, or a closely related field.

### **Skills and Personal Qualities**

- Excellent communication skills to enable effective dialogue with colleagues, staff, visitors and where applicable, pupils
- Organised and self-motivated, with a proven record for meeting targets and deadlines
- Able to perform well, maintain professionalism, display patience and politeness whilst under pressure
- Dedicated team-player, who strives for excellence and leads by example
- Tactful and discreet, whilst mindful of observing Safeguarding and professional standards
- Displays a smart and professional appearance, representing the College in a positive manner
- Well-developed problem-solving skills
- Enthusiastic, with an eagerness to learn new skills and a commitment to personal continuous professional development
- High level of accuracy and attention to detail
- Self-motivated and able to work alone without direction
- Adaptable and flexible with working patterns when required
- Committed to contributing towards the College community
- Good numeric and computer skills (Microsoft Word, Excel and Outlook essential)

### **Essential Values, Behaviours and Attitudes**

All employees are expected to actively promote and demonstrate the five core values of the College:

**Kindness   Integrity   Respect   Responsibility   Courage**

The College may adjust the duties of this role as needed to meet operational requirements. In exceptional cases, the postholder may be asked to take on similar responsibilities to support the team during busy periods or staff shortages, with consideration given to their skills and workload. All staff are expected to uphold the College's commitment to safeguarding children and young people, and to follow health and safety policies, including proper use of equipment and care for their own and others' wellbeing.