



JOB DESCRIPTION

Senior Graphics & Marketing Officer

INTRODUCTION

OUR VISION

Careers focussed education inspiring learners to create their future.

OUR MISSION

To deliver outstanding technical and professional learning, which raises aspirations, develops skills and creates futures

OUR VALUES

Defining our values:

EXCELLENCE

- The quality of being **outstanding** or extremely **good**.
- Having outstanding **features** and/or **qualities**.

We show excellence by:

- Having high aspirations and expectations for ourselves and those around us.
- Celebrating and valuing expertise and mastery at all times.
- Recognising that personal responsibility affects our ability to fulfil our potential, embracing opportunities to grow and develop our knowledge and understanding.

Waltham Forest College 

Defining our values:

INCLUSION

- Including **all types** of people and ideas, treating them **equally** and **fairly**.
- Providing equal access to **resources** and **opportunities**.

We show inclusivity by:

- Ensuring that everyone feels welcomed and valued and is allowed to be their true, authentic self.
- Not just recognising, but celebrating the diversity of our community, ensuring that everyone has a voice.
- Making sure that everyone has equal access to what the College does.

Waltham Forest College 

Defining our values:

INTEGRITY

- The quality of being **honest** and having **strong moral** principles.

We show integrity by:

- Acting with honesty at all times, taking responsibility for our own actions.
- Always doing the right thing, especially when no one is looking.
- Demonstrating professionalism, working to fulfil our moral purpose - especially when times are challenging.

Waltham Forest College 

JOB DESCRIPTION

This Job Description sets out the organisational position, reporting lines, key accountabilities and relationships.

Post	Senior Graphics & Marketing Officer
Department	Marketing
Pay Spine	Support Scale PO1 31-33
Post Reports To	Head of Marketing and Communications

POST OUTLINE:

To coordinate the design of Waltham Forest College branded materials in line with brand guidelines and marketing activities. The post holder will play a key part in supporting the development of the College's visual identity.

MAIN TASKS

- To promote the highest possible standards in customer care, equal opportunities and health and safety practices for the benefit of learners and the wider community served by the College.
- To supervise staffing levels within the Marketing Team ensuring the department runs smoothly and efficiently at all times.
- To be part of an active Marketing Team, developing effective advertising, publications and resources for a wide range of external and internal customers.
- To ensure that the Waltham Forest College brand and visual identity is consistently reflected across all publicity materials, supporting other members of staff from a quality control perspective. (Including correct use of brand assets)
- To assist in the development of the College's visual identity to ensure that marketing materials maintain a modern, professional appearance.
- To safeguard and promote the welfare of children, young people and vulnerable adults served by the College.
- To support the College's Prevent Strategy to protect learners from possible radicalisation by promoting fundamental British values and enabling them to challenge extremism.

JOB ACTIVITIES

- To coordinate the design, production and delivery of key publicity materials (print), working across a wide range of printed literature including: advertising, flyers, presentations, newsletters, signage, posters etc.
- To liaise with internal and external printers to ensure high quality print, cost effectiveness and efficiency.
- To assist in the design and preparation of graphics for the College website, social media and online advertising, ensuring that the College brand online is consistent with printed material.
- To support the Marketing Team in developing and producing creativity for online and offline advertisement content.
- To ensure that materials (printed and online) adhere to current copyright rules and regulations, monitoring any use of 3rd party images or assets within college marketing.
- To establish productive relationships with various college departments to ensure that information is accurate and published in a timely manner, reflecting the direction of the College.
- To support the supervision and department output in line with the Marketing Strategy.
- Support the Marketing & Communications Manager with the team development, training, personnel requirements and other departmental developments.
- Provide timely updates on the team, project and campaigns as and when required by the Marketing & Communications Manager.
- To conduct market research and collect data on consumers, competitors and the FE market place and consolidating information into actionable items, reports and presentations.
- Staying abreast with copy writing regulations and GDPR requirements.
- To support with capturing high quality photography for marketing use, editing where appropriate. Maintain a library of photos to allow other staff to access them when needed.
- To play a key role in the visual appearance of the College public areas to enhance the College site for visitors including the design of external and internal signage.
- To maintain an effective storage of artwork files so that documents can be easily accessed and amended, as required.
- To assist the Marketing and Student Services Teams at key college events such as Open Evenings, Taster Days and also over the enrolment period.
- To be prepared to undertake relevant training in order to develop skills required to effectively perform the role.
- Collate relevant information such as course details for the Leaflet Hub and student profiles for promotional purposes

- Attend external networks and meetings as necessary to expand and strengthen partnerships and community cohesion.
- Promotion of the College brand, student experience and college offering
- Any other reasonable tasks as directed by the Marketing and Communications Manager.

WALTHAM FOREST COLLEGE COMMITMENTS

Waltham Forest College aspires to be an outstanding College and in recognition of the crucial role that members of staff play, individually and collectively, in achieving and maintaining high standards all employees are required to:

- Be a positive ambassador for the College at all times.
- To adhere to the College's policies, procedures and practices regarding the safeguarding of learners, including attendance at training and updating sessions as required and responding appropriately and supportively to any issues associated with safeguarding.
- Orientate their work towards the needs of students and other customers and the creation of the College as an inclusive learning environment and, in doing so, to seek to ensure that students and all others feel valued.
- Adopt a reflective and self-critical approach to responsibilities and to contribute to the preparation of the local. Self-Assessment Report and for progressing the associated action plans.
- Demonstrate a commitment to the provision (the letter and the spirit) of College policies, codes, procedures and frameworks.
- Undertake continuing personal and work related professional and skills development having regard to the changing demands placed on the College and the impact on specific roles.
- Work collaboratively with colleagues across the College as a whole so as to support the achievement of the College goals.
- Be a positive role model in terms of supporting the College's approach to equality & diversity.
- Understand and actively support the College's approach to health and safety and, in particular, to take into account the duty of care for others and oneself in all day to day actions.
- Support the College's arrangements relating to emergency evacuations and take a proactive role in enabling the buildings to be emptied quickly and safely prior to marshalling students and others at the designated meeting points
- Wear protective clothing to undertake appropriate and specific roles within the College and to comply with safe methods of working.
- Challenge unacceptable behaviour (such as, for example, not wearing College ID, shouting or playing loud music in corridors, spitting or swearing) whilst not putting one's personal safety at undue risk.
- Adhere to the College's approach to no smoking at all times during working hours •
Make an active and positive contribution to team meetings, one to one sessions with line managers and the appraisal process

In recognition of the ever changing environment in which the College operates, the contents of this job description will be the subject of regular review in consultation with the post holder

PERSON SPECIFICATION

Senior Graphics & Marketing Officer			
Essential/Desirable criteria will be identified at*			
	AF	I	A
EDUCATION AND TRAINING			
A degree or relevant qualification(s) in Graphic Design	E		
English Language at a minimum of GCSE grade C	E		
EXPERIENCE			
A strong portfolio of work demonstrating a creative skillset	E	E	
Expert knowledge of Adobe Creative Suite (InDesign, Illustrator and Photoshop)	E	E	E
Experience of designing and preparing documents for print in a range of formats.	E	E	
Knowledge and experience using of HTML/CSS3	D		
Knowledge and experience of using SharePoint	D		
Knowledge and experience of using Moodle or similar VLE	D		
Knowledge and experience of using video editing software like Final Cut Pro X, Premiere and After Effects	D		
Experience of using social media in a business context	D		
SPECIAL ABILITIES AND APTITUDE			
Effective written, oral communications and organisational skills.	E		E
Ability to develop and maintain effective relationships at all levels	E	E	
Ability to lead projects and motivate colleagues	E	E	
Ability to supervise a team of staff effectively	E	E	E
Broad range of IT and media skills	E	E	
OTHER REQUIRMENTS			
Ability to keep to deadlines whilst maintaining good standards	E	E	
Flexible in approach to hours and duties	E	E	
Commitment and understanding of equality and diversity issues and experience of putting this into practice	E	E	
Committed to safeguarding and promoting the welfare of children, young people and vulnerable adults	E	E	

* **Key:** AF = Application Form, I = Interview, A = Assessment