



<b>Job Description</b>	<b>Graphic Designer</b>
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**Role Specific**

1. In line with delivery plans, play a key role in the design production and visual brand identity development for the Nelson and Colne College Group, comprising Nelson and Colne College (NCC), Accrington and Rossendale College (ARC) and Lancashire Adult Learning (LAL).
2. Ensure effective, quality and timely production of artwork for a wide range of print materials, from large scale publications to flyers, newsletters, signage, and advertising, in line with the marketing plan and Brand Guidelines.
3. Play a key role in the development of our visual online presence, to include our portfolio of websites, college intranet, digital comms and our social media presence.
4. Ensure effective implementation of our Brand Guidelines throughout artwork production, to help ensure our visual identity is highly effective and achieves our branding and recruitment goals.
5. Play a key role in maintaining the design production system for planning and prioritising short and long term design projects among the team, as well as contributing to the effective storage of artwork files and image stock so that documents can be easily accessed and amended, with an effective back-up system in place.
6. Support the production of high quality imagery, where required, to develop our brand identity and image stock for use in key publications, materials, online, and for corporate and press use.
7. Liaise with external print and media companies to ensure appropriate print formats, quality, efficiency and value for money services.
8. Take a pro-active approach to researching the latest design techniques and methodology, sharing creative ideas and design solutions with other graphic designers, the team and broader College contacts where appropriate.
9. To participate in College events, as required to support the marketing team.

**College Responsibilities**

1. Share the College's Vision, Mission, Values, Behaviours and communicate them effectively
2. Participate in Staff Review and Professional Development activities and be actively involved in the College's culture of high expectation
3. Value diversity and promote equality
4. Engage in marketing activities and liaison with employers and the wider community in line with College strategies
5. Contribute to cross-college events
6. Adhere to College policies and procedures including health and safety
7. Ensure good communication at all levels
8. Be responsible for safeguarding and promoting the welfare of children, young people and/or vulnerable adults
9. Any other duties that the Principal considers appropriate



Person Specification	Graphic Designer
	Essential / Desirable
<b>Qualifications and Attainments</b>	
Degree Level Qualification in a relevant field	Essential
<b>Training, Experience and Knowledge</b>	
Extensive commercial graphic design experience, with a broad portfolio of evidence to include print and online examples	Essential
Excellent technical skills including extensive experience of using Abode Creative Suite	Essential
Broad experience formatting artwork for print across various formats/specifications	Essential
Experience of providing excellent customer service	Essential
Experience of working within a fast-paced environment, while ensuring quality production and timely delivery	Essential
A proven track record of innovative approaches to design	Essential
Experience of developing visual brands	Desirable
Good level of photography skills (advanced skills would be added value)	Desirable
Web development skills, including knowledge and experience of using WordPress	Desirable
Experience working in an education environment	Desirable
<b>Personal Skills and Attitudes</b>	
Excellent communication and interpersonal skills	Essential
Ability to work under pressure and to tight deadlines	Essential
Display initiative, be positive and enthusiastic	Essential
Can-do, solution-focused approach to customer service	Essential
Have a highly responsive, flexible and adaptable attitude	Essential
Excellent organisational and administrative skills	Essential
Excellent technical skills	Essential
Proactive approach to professional development	Essential
Willingness to work flexible hours including evenings	Essential
Good attention to detail and commitment to quality	Essential
Demonstrate a commitment to equality and diversity, customer service and quality assurance	Essential
Be a team player	Essential
Demonstrate a commitment to the process of continuous review and improvement	Essential





Suitability to work with children young people and/or vulnerable adults	Essential
Driving licence and access to own transportation	Essential

