



## **Job Description and Person Specification**

Trust Graphic Designer



## Trust Graphic Designer

**Salary:** Laurus Trust Scale 5

### **Purpose of the post:**

We are looking to recruit an experienced 'hands on' Graphic Designer to join the Marketing Department of the Laurus Trust. Based at our head office in Cheadle Hulme, we are looking for a talented designer to fulfil a wide range of print, digital and social media design requirements from across our growing multi-academy schools trust.

**Reporting to:** Marketing and Production Manager

### **SUMMARY OF RESPONSIBILITIES AND PERSONAL DUTIES:**

#### **Main responsibilities and duties**

- Understand, interpret and take ownership of all design briefs submitted by colleagues Trust-wide from conception through to delivery
- Create and develop all graphic design work for all schools within the Trust, liaising with and advising colleagues and senior leaders
- Take responsibility for ensuring that all design work produced meets the needs, requirements and brand values of the Trust, both internally and externally
- Be the primary point of contact for all brand enquiries.
- Create print-ready designs for all Trustwide marketing communications including advertisements, brochures, flyers, newsletters, event/site signage and any other marketing as required
- Create all education collateral required by the Trust including but not limited to prospectuses, information handbooks and subject booklets, induction packs, yearbooks, guides, posters, certificates, show programmes and tickets
- Produce excellent digital collateral including e-mail shots, online banners, social media images, infographics and other collateral as required
- Design for print and digital media taking into account device optimisation
- Proofread to ensure production of highly accurate artwork
- Lead on design branding and content for presentations and performances
- Be responsible for maintaining and updating a Trust-wide picture library
- Assist with in-house document production services when required
- Keep abreast of the latest trends in graphic design, especially in the education field, and advise and feed back to the wider team

**General**

- To undertake such other duties as appropriate to the post, as may be assigned.
- To fulfil personal requirements, where appropriate, with regard to Trust policies and procedures, health, safety and welfare, emergency, evacuation and security.
- To take responsibility for promoting and safeguarding the welfare of students in the Trust schools.
- To work positively and inclusively with colleagues so that the Trust provides a workplace and deliver services that do not discriminate against people on the grounds of their age, sexuality, religion or belief, race, gender or disabilities.
- To work flexibly in the interests of the service. This may include undertaking other duties provided that these are appropriate to the employee's background, skills and abilities.

# Person Specification

Attributes	Essential	Desirable	How identified
Relevant experience	<ul style="list-style-type: none"> <li>At least three years' proven experience and evidence of success in delivering on-brand graphic design work.</li> <li>Experience of working on your own initiative, managing multiple tasks, maintaining graphic files and delivering to deadline</li> <li>Proficient in Adobe Photoshop, InDesign, Illustrator. A good working knowledge of Adobe creative cloud.</li> <li>A natural flair for design and be able to deliver work to a high standard</li> <li>Ability to follow and develop visual brand guidelines</li> <li>Strong typography, layout and technical skills with excellent attention to detail</li> <li>Understanding of print and production processes.</li> <li>Ability to check copy on and offline.</li> </ul>	<ul style="list-style-type: none"> <li>Experience of working with or in the education sector.</li> <li>Experience in Adobe Animate</li> </ul>	Application form, portfolio and interview
Education and training	<ul style="list-style-type: none"> <li>Minimum Maths and English GCSE (A*-C) or equivalent.</li> <li>Minimum 2 A-levels or equivalent.</li> <li>Evidence of further professional training and development</li> </ul>	<ul style="list-style-type: none"> <li>Degree level education and/or Graphic Design/CAD software qualifications.</li> </ul>	Application form and Interview
Special knowledge and skills	<ul style="list-style-type: none"> <li>Excellent written and oral communication skills.</li> <li>Excellent interpersonal skills.</li> <li>Ability to work in a fast-paced, deadline-driven environment managing multiple projects.</li> <li>Excellent IT skills.</li> </ul>	<ul style="list-style-type: none"> <li>Understanding of relevant legislation relating to our industry and marketing activities, such as GDPR.</li> <li>Experience/interest in photography.</li> </ul>	Application form and Interview

	<ul style="list-style-type: none"> <li>• Ability to preserve confidentiality.</li> <li>• Ability to work under pressure and stay calm.</li> <li>• Flexible and adaptable with persistent drive to learn new skills</li> <li>• A positive approach to challenges.</li> <li>• Smart professional appearance.</li> </ul>		
--	---	--	--

**January 2019**

**The Trust is committed to safeguarding and promoting the welfare of children and expects all staff to share this commitment**



Laurus Trust  
Cheadle Hulme High School  
Woods Lane, Cheadle Hulme  
Cheadle, SK8 7JY

[laurustrust.co.uk](http://laurustrust.co.uk)