



Do you have a passion for visual storytelling? Would you enjoy using your design and creative expertise to promote girls' education?

Francis Holland Schools is looking for a proactive, personable and creative graphic designer to join our dynamic and busy in-house Marketing Team working with our three schools and our charitable and commercial activities. This is an exciting time to join, in this newly created role, as we look to invest further in our marketing function.

The main focus of the role is to create exciting visual content which helps us stand out, ultimately strengthening our position as a family of leading independent girls' schools in London. You will support the Marketing Team across all project stages from concept creation and design through to production and delivery; to develop and maintain visually engaging and compelling collateral for the schools.

You will be responsible for originating key aspects of graphic design and video assets; including internal and external marketing communications (e.g advertising, newsletters, publications, marketing and recruitment collateral, social media assets, event and display materials and merchandise). The role is varied and key aspects of its success are design, brand guardianship, photography and content management.

If you'd like to be part of our growing in-house creative Marketing Team, enjoy managing multiple projects and have a positive 'can do' attitude, then we'd love to hear from you. What's more, you'll be joining a friendly community and working in a purposeful environment educating over 1,300 girls aged 4-18.

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title: Graphic Designer (full time)

Reports to: Senior Marketing Manager (with line management to the Marketing Team)

Location: Based primarily in the marketing office, with other Trust functions at Francis Holland Schools, 35 Bourne Street, London SW1W 8JA. With events and meetings to be attended across our three schools at Francis Holland School, Sloane Square, SW1W 8JF, Francis Holland School, Regent's Park (based near Baker Street, NW1 6XR) and Francis Holland Preparatory School (just off the King's Road, SW3 6NB). The majority of work during school holidays can be done from home.

Starting salary: Starting salary circa £30-35k (depending on level of experience in relation to the key responsibilities and with opportunities for progression)

Hours of work: Usually 09.00-17.00. However, the role will require some work outside these hours to support school events during term time. Very occasionally there may be a need to attend a weekend event.

About the External Relations Department: This is a pivotal position supporting the Marketing Team which comprises the Director of External Relations and two Marketing Managers and the wider External Relations Department which includes Admissions. The Marketing team are fully integrated into the school community and work with staff across a variety of departments.

Job Purpose:

To design engaging visual content that enhances the Francis Holland Schools' brand identity and supports the marketing efforts of our three schools and related charitable and commercial activities. This includes the creation of print, digital, and video assets that effectively communicate our values, ultimately strengthening our position as leading independent girls' schools in London.

Key Responsibilities:

- **Graphic Design:** Create visually compelling designs for various mediums including print, digital, and video. More specifically to include brochures, newsletters, advertisements, social media graphics, event and display materials infographics and merchandise.
- **Brand Guardianship:** Ensure all designs adhere to each school's brand guidelines, maintaining a consistent look and feel across all communications. Understanding the creative vision and values for the schools and the Trust.
- **Content Creation:** Develop multimedia content including photography and video production for marketing and communication purposes. Assist in event photography. Also manage digital archives for forthcoming 150th birthday.
- **Project Management:** Manage multiple design projects simultaneously from concept through to completion, ensuring deadlines are met and projects align with the strategic objectives of the External Relations Department.
- **Collaboration:** Work closely with the Director of External Relations, the Marketing team and school staff to create high-quality materials that support the school's recruitment and marketing strategy. Maintain internal Staff Sharepoint with logos and branded templates in powerpoint, word and inDesign.
- **Innovation:** Stay current with design trends and tools to ensure the school's materials stand out and evolve. Be aware of our competitors' branding.

Qualifications and Specific Skills:

- **Educational Background:** A degree or equivalent qualification in Graphic Design or a related field or specific experience.
- **Experience:** Proven experience in a graphic design role ideally in an agency or design team. Experience in both print and digital design is essential.
- **Technical Skills:**
 - **Graphic Design Software:** Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign Lightroom).
 - **Video Editing:** Proficiency in filming and video editing software e.g Adobe Premiere Pro / After Effects. Ability to edit, and optimize video content for social media, websites, and events.
 - **Digital Design:** Expertise in creating digital assets such as web graphics, email templates, social media visuals, and interactive PDFs.
 - **Photography:** Capturing, editing, retouching and selecting high-quality images for use in marketing materials.
 - **Animation:** Knowledge of creating animations and motion graphics to enhance video content and digital presentations would be advantageous, but not essential.
- **Portfolio:** A strong portfolio showcasing a range of design work across various media.

Personal Qualities:

- **Creativity:** A strong creative vision with the ability to produce innovative and visually appealing designs.
- **Attention to Detail:** High level of accuracy and attention to detail in all aspects of design work; including accuracy in spelling, grammar and punctuation.
- **Communication Skills:** Excellent verbal and written communication skills, with the ability to articulate design concepts and feedback effectively.
- **Proactive and Personable:** A proactive approach to work with a friendly and personable manner, capable of building positive relationships within the team and wider school community.
- **Adaptability:** Flexibility to adapt to changing priorities and handle multiple tasks in a fast-paced environment. Prepared to work outside normal hours, as required during term time.
- **Team Player:** Strong collaborative skills, with the ability to work well as part of a dynamic and busy team.

HOW TO APPLY

Applications should be made through the schools' application system on our website, with accompanying portfolios sent to peopleteam@fhst.org.uk by 26th July 2024. Early application is encouraged. Applications will be assessed in order of receipt, and interviews may occur at any stage after applications are received. Any enquiries about the role should be made to peopleteam@fhst.org.uk.

TERMS OF EMPLOYMENT & BENEFITS

- This role is 52 weeks a year with 30 days holiday to be taken mainly during the school holidays, plus a notional 5 days to be taken during the Christmas closure.
- Hours of work are 9am-5pm Monday to Friday, with one hour for lunch although attendance at school events outside of these hours will be required from time to time.
- Free school lunch is available during term time.
- Interest free travel and computer purchase loans are available.
- The Trust offers a Stakeholder Pension Scheme with generous employer contribution level (6% during probation with the option to increase to 13.5% after six months).
- Employee rewards hub providing discounts for shops, cinemas and gym membership.
- An Enhanced Disclosure and Barring Service (DBS) check is required as well as other safeguarding checks including references.

The Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. Statutory checks including a satisfactory DBS certificate and references will be a requirement for this role. This role is classed as regulated activity with children as it involves working within the schools on a day-to-day basis and is exempt from the Rehabilitation of Offenders Act, 1974.