**Job Description**

**Graphic Designer**

***Vision***

Students creating success together.

***Mission***

A Union with a personal connection to all students. We recognise individual aspirations for success and support students to collaborate and realise their ambitions.

***Values***

*We are:*

**Inclusive**

We champion equality, diversity and inclusion. We respect the needs of the individual and the wider student community.

**Honest**

We act honestly, think ahead and deliver on our promises. We share our hopes, challenges and successes widely and effectively.

**Collaborative**

We always seek to work in partnership to help us realise our shared ambitions.

**Determined**

We know what is important to ARU students and are driven to achieve the best possible outcomes for them.

**Reporting to:** Marketing and Communications Manager

**Responsible for:** Student Volunteers

**Section:** Student Engagement

**Salary:**  Grade C

**Hours of Work:** 35 hours per week/flexibility required

**Place of Work:** Cambridge

The Students’ Union is fully committed to its policies and procedures on Equality, Diversity and Inclusion.

**Purpose of Job:**

To lead on the creation of all Students' Union design work, both online and in print as well as design work for promotional material and merchandise for the Students’ Union and its campaigns. Develop and maintain a consistent and recognisable approach to design, ensuring our visual brand is always reflective of our values, and is clear and understandable to our diverse membership. Support and mentor student design volunteers to undertake projects for the Students' Union.

**Key Responsibilities**

* Lead on the creation of all online and offline graphic design work for the Students’ Union
* Adhere to and work within ARU Students’ Union’s brand guidelines
* Develop our brand identity in conjunction with the Communications team
* Develop creative ideas to support the Students' Union's communication work
* Demonstrate exceptional attention to detail throughout all work whether proof reading or preparing files for print
* Work across a number of different disciplines in creation of work.
* Ensure all Students’ Union staff and representatives maintain the correct application of our brand at all times
* Support Students’ Union staff and Officers to develop design briefs
* Present concepts and design briefs to departments and work with different teams to meet their marketing needs
* Work with departments, briefing and advising them with regard to design style, format, print production and timescales
* Adapt to multiple briefs at one time and manage workload accordingly.
* Provide and support opportunities for student involvement in design & photography
* Help develop the media library for use across the organisation
* Manage the relationship with external print suppliers and coordinate the ordering process

**Other**

* Carry out all duties and responsibilities in accordance with the Equal Opportunities Policy and Student/Staff Protocol
* Actively promote exceptional customer service, taking a proactive approach at all times
* Attend and contribute to team meetings, Students’ Union meetings, and other meetings as directed
* Carry out any other duties or projects as may be assigned to the post-holder by the Students’ Union and which are reasonably consistent with the position
1. Support the Environmental Policy

The Students’ Union expects all staff to participate in any training programme, meeting or conference considered relevant to your job. The Students’ Union expects all staff to participate in, and take ownership of, their Induction, Personal Development Review, Departmental Staff Meetings and be responsible for carrying out duties with full regard to the rules, policies and procedures and conditions of service contained in the Staff Handbook, and within Departments of the Students’ Union.

A condition of employment is that all staff are expected to assist in key events throughout the year e.g., Fresher’s Fair, Elections, Open Days and any other key events. Staff are expected to portray a positive image, both internally and externally of the Students’ Union by displaying high standards of service, integrity, punctuality, politeness and professionalism.

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| **Criteria** | **Essential** | **Desirable** | **How Identified** |
| **Education/Qualifications** |  |  |  |
| Minimum G.C.S.E. or Level 2 equivalent English and Maths | 🗸 |  | E |
| Degree |  | 🗸 | E |
| First Aid certificate  |  | 🗸 | E |
| **Knowledge & Experience** |  |  |  |
| 2 years or more experience of working in a similar role |  | 🗸 | A |
| To lead on the delivery, from inception, of online and offline graphic design work | 🗸 |  | A/I |
| Ability to work with clients, briefing and advising them with regard to design style, format, print production and timescales | 🗸 |  | A/I |
| Experience with motion graphic software (Premiere, Final Cut Pro and After Effects) or an interest to develop within this area. |  | 🗸 | A/I |
| Manage and motivate staff and/or volunteers | 🗸 |  | A/I |
| **Skills & Abilities** |  |  |  |
| Computer literacy and keyboard skills (Microsoft Office) | 🗸 |  | A |
| High level of competency in Adobe Creative Suite (preferably on Mac OS) | 🗸 |  | A |
| Confident in using content management systems and an understanding of HTML/CSS |  | 🗸 | A |
| Time management, organisation and prioritising skills | 🗸 |  | A/I |
| Flexible and able to work to tight timescales | 🗸 |  | A/I |
| Excellent communication skills both written and oral | 🗸 |  | A/I |
| **Personal Qualities** |  |  |  |
| Patience, enthusiasm, ability to motivate others | 🗸 |  | I |
| Commitment to working in a democratic environment | 🗸 |  | A/I |
| Flexible and adaptable approach to work and working hours | 🗸 |  | A |
| Customer focused with the ability to work with a range of people | 🗸 |  | I |
| **Other** |  |  |  |
| Understanding of and commitment to the principles of equal opportunities | 🗸 |  | A/I |
| A desire for self-development and willingness to engage in training opportunities | 🗸 |  | I |
| Ability to travel independently to other locations when required | 🗸 |  | A |
| E: Evidence, A: Application, I: Interview |