

Post Title: GRAPHIC DESIGN COORDINATOR

Responsible to: Communications & Marketing Manager

Responsible for: Student Staff (as appropriate)

Grade: Guild Grade 5

Organisation:

This role is part of the Communications & Marketing department working collectively with colleagues delivering the Guild's communications and marketing work. The Communications & Marketing Team is part of the Operations Directorate.

Job Purpose:

The Graphic Design Coordinator role is to support delivery of the Communications & Marketing departmental plan. We expect Coordinators to help to create an inclusive and engaging environment for all.

The role is required:

- To be responsible for the design, creation, implementation and maintenance of all Guild artwork, corporate identity/brands, publications and online media.
- To work closely with elected officers, departmental managers, other front-line staff, student groups, members (students), suppliers, external bodies and other student unions in order to enable the best campaigns/projects possible to be created.

Success in the role will require a highly student and customer focused approach together with an emphasis on teamwork. The role involves collaboration with internal and external stakeholders, acting as a positive ambassador for the Guild and facilitating under-represented groups to find a comfortable place here. Supporting a culture of ambitious targets and a positive team spirit are also key. Coordinators are expected to follow the Guild's competency framework, which should be read in conjunction with this job description.

Key Role Responsibilities:

1. To work with the Communications & Marketing Manager to help to drive change and develop campaigns that inspires and empowers our customers.

2. To be responsible for the design and production of corporate and marketing literature, such as the production of publications, promotional materials and on-line publicity for the organisations commercial, support and membership services. These are to include:
 - a. Point of sale & merchandising material
 - b. Online/New Media material
 - c. Promotion & publicity material
 - d. General publications, such as newspapers
 - e. Any other ad hoc design needs
3. To identify opportunities to enhance the style and visual impact of general and commercial communications from the organisation covering print media, on-line and internet based design.
4. To aid the Communications & Marketing team in the maintenance of the Guild website and in doing so shall ensure that the content of the site remains attractive and in co-ordination of the Guild identity/brand, and assist departments with regard to their on-line design/development needs.
5. To assist in the design and distribution of email newsletters.
6. To liaise with suppliers and other third party representatives to ensure all relevant marketing materials are obtained and secured until the point of delivery.
7. To ensure compliance with corporate style throughout all print and electronic media promotion.
8. To maintain the highest quality of all publicity and promotional materials produced.
9. To develop, administer and archive Guild design and photographic records.
10. To maintain a high level of accurate and correct marketing information, to include proofing of artwork and print materials, as well as abiding by relevant legislation and procedures (i.e. copyright and intellectual property laws).
11. To be aware of developments related to design and procure additional support software as deemed appropriate in consultation with appropriate line management.

12. To maintain an awareness of current trends and influences with specific reference to 'student' culture.

General Duties:

1. To undertake appropriate induction and ongoing training and personal development, as required for the role.
2. To adhere to all Guild policy with reference to HR, staffing, health and safety, data protection, environmental and any other specific Guild Policy which impacts upon your role or that of the team.
3. To be familiar with the Guild's competency framework, striving always to demonstrate the positive behaviours which drive the highest standards of personal and organisational performance in supporting our students. Grade 5 Coordinators should be developing within level 1 of the six competencies (Student and Customer Focus, Accountability, Results Focus, Inclusivity, Communication and Teamwork) which is designed to support staff to achieve high performance.
4. To act as a role model in portraying a positive image of the Guild both internally and externally, acting as an ambassador and displaying high standards of personal integrity and professionalism.
5. To support the work of the Communications & Marketing team, where necessary, in the event of sickness, holiday or other exceptional circumstances.
6. To undertake such other duties as may be reasonably required, consistent with the nature and grade of the post.



Person Specification: Graphic Design Coordinator

You must be able to demonstrate in your application that you have;

| | Essential | Desirable |
|---|-----------|-----------|
| EDUCATION, QUALIFICATIONS AND TRAINING | | |
| Good general education to A level standard, typically including Maths and English at least to GCSE A/B, or equivalent | ✓ | |
| Graphic Design related educational/professional qualification | ✓ | |
| Relevant Skills training in the field of Web Development and/or Graphic Design | ✓ | |
| EXPERIENCE | | |
| Experience of working to targets, goals and objectives | ✓ | |
| Experience of working on a range of projects simultaneously | ✓ | |
| Experience of Windows/PC based software | ✓ | |
| Experience of Graphic Design/DTP software, inc. Adobe Creative Suite 3, and other industry standard software. | ✓ | |
| SKILLS AND KNOWLEDGE | | |
| Ability to communicate well with all levels of staff & elected officers | ✓ | |
| Ability to present information clearly and concisely in writing or verbally | ✓ | |
| Excellent written and spoken English | ✓ | |
| Ability to work using own initiative | ✓ | |
| Ability to organise self & others | ✓ | |
| Understand confidentiality | ✓ | |
| Knowledge of the creative process; including briefs, proofing and print buying | ✓ | |
| PERSONAL QUALITIES | | |
| Motivated by working in a student-led, democratic workplace | ✓ | |

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| Student & Customer focus: Keeps student leadership and the needs of students and customers at the heart of activities | ✓ | |
| Accountability: Takes personal responsibility for the important role they play in the Guild's work and in wider society | ✓ | |
| Results Focus: Strives for the best results – gets things done on time and to a high standard | ✓ | |
| Inclusivity: Values diversity - works to create an inclusive and engaging environment across all our activities and services | ✓ | |
| Communication: Communicates clearly and appropriately to people across our students' union and outside | ✓ | |
| Teamwork: Builds good relationships and works effectively with a range of people to deliver our shared goals | ✓ | |

