

|  |  |
| --- | --- |
| **Job Title** | Graphic Designer |
| **Service** | External Relations Directorate |
| **Grade** | D |
| **Location** | Docklands |
| **Reporting to** | Studio Manager and Senior Graphic Designer |
| **Liaison with** | Staff within External Relations, Print Services, IT Services, Schools, Services, external agencies, suppliers and printers. |
| **Contract type** | Permanent, Full time |

Build your career, follow your passion, be inspired by our environment of success **#BeTheChange**

**THE UNIVERSITY OF EAST LONDON**

If you are seeking a career that combines innovative education with a passion for crafting positive change, look no further than the University of East London. Founded in 1898 to meet the skills needs of the 2nd industrial revolution, we’re now in Year 5 of our ground-breaking 10-year Vision 2028 strategic plan, orchestrated by our Vice-Chancellor and President, Professor Amanda Broderick.

Our goal is to advance industry 5.0 careers-first education and provide a clear path to the jobs and opportunities of the future. We are committed to driving diversity in the 5.0 talent pipeline, working in partnership to promote talent wherever it is found and creating a sustainable, inclusive, and green future.

But we can't achieve this goal alone. We need forward-thinking, innovative, and curious individuals like you to join our community and help us shape the future. As part of our team, you'll have the opportunity to work with a diverse range of people who share your passion for generating positive change. We’re an inclusive and welcoming community that is constantly moving forward, never satisfied with the status quo.

If you're ready to join a team that values your outstanding skills and perspectives and is dedicated to making a difference, we invite you to explore a career with us. We are excited to welcome versatile individuals who are committed to advancing their careers while making a positive impact on the world.

**EXTERNAL RELATIONS DIRECTORATE**

We have built an External Relations Directorate that has brought together an integrated Communications & Engagement and Student Recruitment & Marketing service. The directorate is made up of several teams including Communications & Engagement, Marketing, Recruitment and Conversion, Outreach and Access, Change and Transformation (Design and Digital), Events and Advancement and the International Office.

We are looking for team members who will be part of embedding transformation and innovative practice and enjoy working in an agile environment as we try and work towards a culture of the ‘continuous new’. This is an exciting opportunity as we prioritise building our global and UK profiles with key elements from Vision 2028.

.

**JOB PURPOSE**

The post-holder will develop and produce creative design solutions for print and digital projects that are compelling to the target audience and on brand. They will support the Studio Manager and Senior Graphic Designer in guarding the University’s brands, ensuring consistent messaging and imagery, internally and externally.

To work as a member of the External Relations Directorate under the direction of the Head of Brand and Marketing and line management of the Studio Manager and Senior Graphic Designer.

**KEY DUTIES AND RESPONSIBILITIES**

The following duties and responsibilities are intended to give a broad indication of the variety of tasks that a Graphic Designer may be expected to undertake. This is not an exhaustive list of activities and employees may be asked to undertake other duties which are commensurate with the grade and circumstances.

* To undertake the design and production of both traditional and digital projects; including print and display materials, advertising campaign concepts and assets, environmental graphics, website and social media creative, video, email campaigns and larger development projects
* To liaise with internal clients and colleagues to translate briefs into effective print and/or digital design which meet communication objectives, creative and technical requirements; conform to web and accessibility standards; meet UEL brand guidelines and are on message
* To provide expertise and creative input from inception through to the final production of creative projects and to support the Studio Manager and Senior Graphic Designer in the development and application of best practice, high production values, technical innovation and creative excellence.
* To input to, apply and monitor the use of brand guidelines and provide advice on their application as required.
* To commission, co-ordinate and art-direct photo-shoots with external photographers, take photographs yourself, and source images from online libraries for use in print and digital materials. At all times ensure legal compliance in terms of securing, documenting and adhering to usage rights and permissions.
* To maintain and upload content to the digital asset library using meta-data to categorise content, and document usage rights and permissions.
* To use the University workflow management tool to manage and monitor multiple jobs ensuring delivery to deadline. Liaise with the Studio Manager and Senior Graphic Designer to ensure jobs are prioritised appropriately and issues are identified and resolved.
* To design, build (HTML/CSS coding) and test targeted HTML email communications using responsive/adaptive techniques to optimise presentation on mobile, tablet and desktop devices.
* To create designs for online campaigns, including static/dynamic banner ads and assets for landing pages, social media and web promotions.
* To produce infographics and illustrations that communicate complex information and concepts simply and effectively to the target audience.
* To package design files for pre-press and print, linking graphics and fonts, creating colour separations. Liaise with printers to discuss and clarify technical requirements. Produce detailed print specifications.
* To review and check printers proofs (wet/digital) and troubleshoot technical issues to ensure faithful reproduction and a high quality outcome.
* To produce branded templates for self-service use by staff in Schools and Services for packages such as Word, Excel and PowerPoint. To support the Studio Manager and Senior Graphic Designer in developing and implementing innovative self-service solutions.
* To provide excellent customer service – explaining technicalities of design, process, file formats and advising on timescales/deadlines and feasibility.
* To support the Studio Manager and Senior Graphic Designer in the creation of innovative interactive and/or variable data printed solutions such as personalised and tailored brochures, build your own prospectuses tools, etc. Use technical knowledge and skills to ensure documents are structured and formatted to ensure good accessibility, usability and SEO.
* To keep up to date with print, digital and web design developments to ensure that UEL stays ahead of the competition.
* To ensure that all digital and print projects are appropriately tailored to the target audience including design in foreign languages and scripts and the cultural adaptation of design and imagery.
* To attend and support a range of internal and external student recruitment events requiring evening and weekend working
* To undertake any other duties that may be seen as being within the scope of this position and as required by the Studio Manager and Senior Graphic Designer.
* To work in accordance with the University’s Equal Opportunities Policy.

**PERSON SPECIFICATION**

**EDUCATION QUALIFICATIONS AND ACHIEVEMENTS:**

**Essential criteria**

* A relevant degree, in Graphic Design or related discipline, or significant equivalent experience in Graphic design (A/C)

**Desirable**

* A relevant higher degree (A/C)
* Relevant industry experience in a studio environment (A/I)

**KNOWLEDGE AND EXPERIENCE:**

**Essential criteria**

* Significant experience working within a high-pressure creative studio environment balancing priorities and tight deadlines as designer.
* Experience and commitment to working creatively within brand guidelines
* Strong knowledge of current print, digital, design, production and fulfilment techniques and issues
* A high degree of skill in the construction and manipulation of typography and working with copy.
* Advanced knowledge and experience of Adobe Creative Suite (InDesign, Photoshop, Illustrator)
* Excellent customer service, client handling and problem-solving skills
* Experience of commissioning and art-directing photo-shoots
* Experience of art working documents for printed publications

**Desirable criteria**

* A basic understanding of HTML and CSS languages and web/email design techniques and frameworks (A/I)
* Experience of multimedia media production including interactive publications and marketing videos (A/I)
* Experience of print buying, production management and related marketing collateral procurement (A/I)

**PLANNING AND ORGANISING**:

**Essential criteria**

* Experience of planning, prioritising and organising work on a daily, weekly or monthly basis, whilst ensuring the effective use of resources and delivering to tight deadlines (A/I)

**INITIATIVE AND PROBLEM SOLVING:**

**Essential criteria**

* Experience of using initiative and creativity to resolve problems, that may be predictable but not routine, identifying practical and suitable solutions (I)

**COMMUNICATION:**

**Essential criteria**

* Excellent written and oral communication skills including the ability to negotiate and adjust information that needs careful explanation or interpretation to suit the needs of different audiences. (I)
* Tact, sensitivity and diplomacy and the ability to influence internal clients and stakeholders at all levels and an understanding of the designing for non-UK markets taking into consideration different cultural/religious aspects (I)

**OTHER ESSENTIAL CRITERIA:**

* Willingness and ability to work flexibly involving early and late, weekends and Open Days (A)
* Commitment to and understanding of equal opportunities issues within a diverse and multicultural environment. (A)

**Criteria tested by Key:**

A = Application form

C = Certification

I = Interview

P = Presentation

R = Research papers

T = Test

UEL is an inclusive equal opportunities employer and are proud of our Equality, Diversity and Inclusivity achievements. We expect all employees of UEL to accept our EDI policy and will not tolerate discrimination in any form. As an employee of UEL, we expect you to follow all relevant Health & Safety policies.

We're a disability confident employer and value all applications. Please let us know if you require any reasonable accommodations throughout the recruitment process.

So, if you’d like to take your career to the next level with us here at the University of East London and are passionate about our environment and commit to success, we want you to apply today!