



Role Profile

Job Title: Senior Designer	Role Profile Number: ENN112
Grade: N Salary:	Date Prepared: 25.01.22
Directorate/Group: Corporate Resources/Communications	Reporting to: Communications Lead - Campaigns
Structure Chart attached:	No

Job Purpose

To provide creative design leadership for digital and print work to support the delivery of priority campaigns and projects identified in the Council's Communications Strategy and Campaign Plan. Work with colleagues to develop and translate design briefs into compelling campaign materials, publications, digital communications, and displays that capture attention and help to achieve set objectives. Contribute creative ideas for projects and campaigns across the team to ensure the best quality outputs are achieved.

Will be the primary point of contact advising on, overseeing and prioritising design and print requests from council service areas, and outsourcing work on a by-exception basis where necessary. .

Manage the Council's visual identity, ensuring the visual identity guidelines are applied consistently and flex across different digital and print outputs, as well as the bespoke needs of different Council projects.

Key Accountabilities

- To provide creative design leadership for digital and print work to support the delivery of priority campaigns and projects identified in the Council's Communications Strategy and Campaign Plan.
- Work closely with the Campaigns Lead to identify, design and produce creative communications and campaign materials to an agreed brief, including social media content (for example infographics, images), online and printed publications including the annual Council Tax booklet, e-newsletters, posters and images and graphics for the website and intranet. Work with colleagues from across the Communications Team to generate ideas for creative outputs, even when these don't always require design input.
- To manage and regularly review the Council's visual identity guidelines, ensuring these are applied consistently across all digital and print work across the Council.
- To be the primary point of contact to efficiently manage and prioritise design and print requests from

council service areas for online and print materials (including documents, stationery, signage and marketing materials).

- To consistently manage a step-by-step workflow process with internal clients so that projects are managed to pre-agreed processes and timescales. Ensure internal design costs are billed to clients accurately and efficiently, and documentation provided to Finance.
- To help ensure all digital images, animations and videos - commissioned, purchased and created in-house - are correctly stored and labelled, with relevant consent.
- To ensure that all digital and print work complies with current regulations, accepted professional standards, the Council's policies and procedures and appropriate legislation (including legislation on data protection, freedom of information, equalities, Ordnance Survey, accessibility, health and safety and safeguarding children and adults).

Knowledge & Experience

Candidates must have substantial knowledge and experience in the following areas of business and will be required to provide evidence of this:

- Portfolio of work evidencing design skill and experience attained.
- Experience in working with an Apple Mac, using the Adobe Creative Suite (In-design, Photoshop and Illustrator). Skills in film editing software such as Final Cut Pro, Premier Pro and/or iMovie are desirable
- Ability to produce high quality, original and creative design materials (both digital and print).
- Knowledge, skills and experience of working within a client's brief, challenging and expanding the scope of the brief as necessary, to identify issues and offer appropriate action by means of creative and pragmatic solutions.
- Ability to see how design can help achieve the overall communications objective and confidently advise colleagues on the most appropriate approach.
- Experience of costing resources in order to provide accurate and viable solutions which can be delivered within available resources.
- Have knowledge of print to select, review and identify cost-effective methods of printing, paper stock and finishing while maintaining quality and service levels.
- Ability to produce accurate print specifications, select appropriate suppliers and request quotes.
- Ability to provide end-to-end service, consider production costs and make decisions on the most appropriate production method, using negotiation and persuasion skills to effectively manage clients

Contacts and Relationships

(how the role relates to the work of others i.e. officers, groups, committees, general public, members, partner organisations, internal and external contacts of the council)

- Communications Team
- Service areas across the Council
- External stakeholders, partners and suppliers

Other Key Features of the role

- Resilience and adaptability – ability to collaborate effectively with staff at all levels of the organisation and secure timely and constructive contributions to the delivery of communications work.
- Self-driven, confident and able to work using own initiative – able to constructively challenge and provide authoritative advice to colleagues, proactively identify and implement creative and innovative solutions to communication challenges and requirements.
- Willing to proactively develop professional network and seek out new learning and best practice bringing this back to apply in role and share with wider team.

Employee Signature:	Print Name:
Date:	
Line Managers Signature:	Print Name::
Date:	