

JOB DESCRIPTION

Job Title:	Graphic Design Coordinator
Responsible to:	Communications & Marketing Manager
Responsible for:	Student Staff
Summary of Post:	<p>To be responsible for the design, creation, implementation and maintenance of all Guild artwork, corporate identity/brands, publications and online media. To help to drive change and develop campaigns that inspires and empowers our customers.</p> <p>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.</p>

DUTIES & RESPONSIBILITIES

- 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:
 - Point of sale & merchandising material
 - Online/New Media material
 - Promotion & publicity material
 - General publications, such as newspapers
 - Any other ad hoc design needs
- 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.
- To aid the Marketing & Communications 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.
- To assist in the design and distribution of email newsletters.
- To liaise with suppliers and other third party representatives to ensure all relevant marketing materials are obtained and secured until the point of delivery.
- To ensure compliance with corporate style throughout all print and electronic media promotion.
- To maintain the highest quality of all publicity and promotional materials produced.
- To develop, administer and archive Guild design and photographic records.
- 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).

10. To be aware of ICT developments related to design and procure additional support software as deemed appropriate in consultation with appropriate line management.
11. To maintain an awareness of current trends and influences with specific reference to 'student' culture.
12. To adhere to all relevant Guild policy with particular reference to staffing, health and safety, environmental, and any relevant Guild Council Policy where it may impact upon your role.
13. To undertake appropriate training and personal development as required for the role.
14. To participate as a member of the Communications & Marketing Department, and Guild team.
15. To support the work of the Marketing & Communications Department where necessary, in the event of sickness, holiday or other exceptional circumstances.
16. To undertake such other duties as may be reasonably required, consistent with the nature and grade of the post.
17. To portray a positive image of the Guild both internally and externally, and set high standards of personal integrity and professionalism, leading by personal example.

September 2014

Person Specification: Graphic Design Coordinator

You should be able to demonstrate in your application	Essential	Desirable
QUALIFICATIONS		
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	✓	
KNOWLEDGE AND 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.	✓	
Knowledge of the creative process; including briefs, proofing and print buying	✓	
SKILLS AND ABILITIES		
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	✓	
Experience of people management		✓
PERSONAL QUALITIES		
Understanding of and a commitment to Equality of Opportunity	✓	
Team focussed approach	✓	
Self-motivated	✓	
Flexible	✓	
Committed to continuously improving service delivery	✓	
Customer focus	✓	
Persistent & able to persuade others to meet your deadlines	✓	
Attention to detail	✓	