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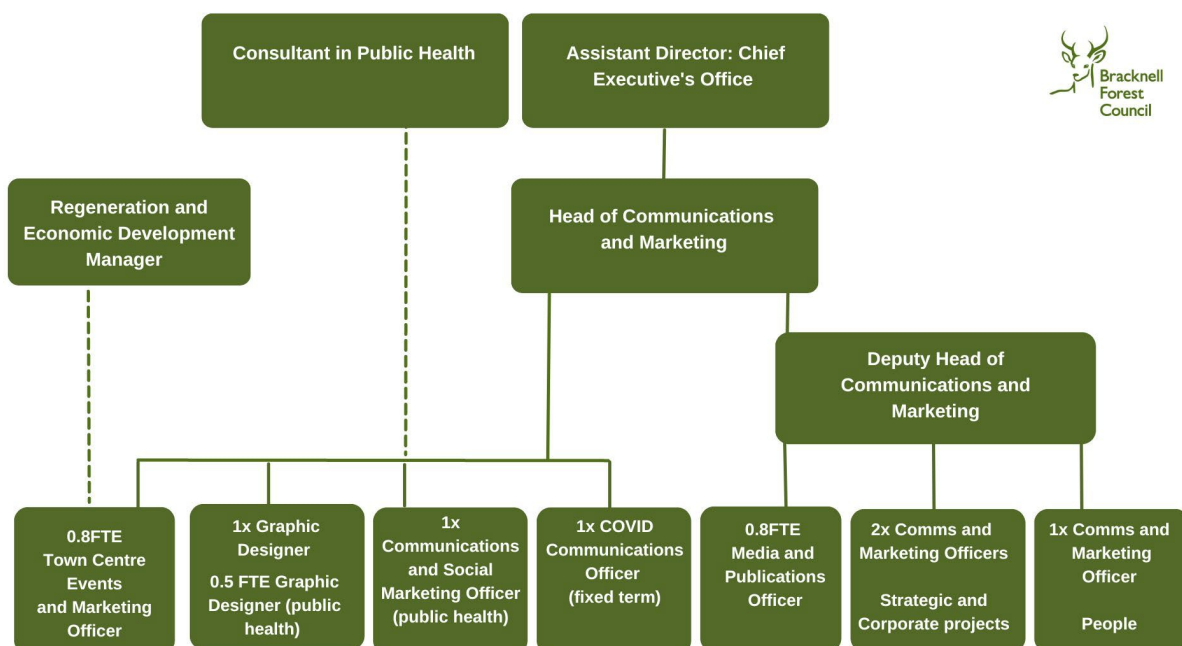
JOB DESCRIPTION

Job Title:	Graphic Designer		
Directorate:	Chief Executive's Office	Salary:	£32,020 - £36,298
Section:	Communications and Marketing	Grade:	BG-G, SCP25-30
Location:	Time Square	Work Style:	Flexible

Key Objectives of the role

- To deliver a quality driven, professional and customer-focused design service for the council, specifically around public health priorities.
- To develop, adhere to and promote the use of the council's identity guidelines across a range of media.
- To work collaboratively with internal and external stakeholders to ensure high quality, creative and innovative design work is delivered on time and within budget.

Designation of post and position within departmental structure



Daily and monthly responsibilities

1. To be responsible for handling complex design challenges.
2. To ensure projects are produced to budget and that design work is delivered on time and to the highest possible standard.
3. To be proactive and reactive to the changing needs and conflicting priorities of design work.
4. To design graphical material for the council's digital channels, this includes (but is not limited to) GIFs, animations, static social media, e-newsletter templates and artwork.
5. To design graphical material for offline, traditional and out of home channels, including (but not limited to) printed publications, leaflets, banners, adverts and posters.
6. To manage the presentation of design ideas and concepts to clients and liaise with clients at all levels, including senior officers.
7. To deliver design solutions that communicate the council's key messages, specifically around public health priorities.
8. To commission external services such as design, print and illustrations, where appropriate.
9. To safeguard, implement and promote the council's corporate identity protocol and guidelines.
10. Where appropriate, ensure all designed material adheres to RNIB, DDA and equal opportunity guidelines and make recommendations for improving accessibility through design.
11. To work closely with and provide cover for the council's main graphic designer, as and when needed.
12. To undertake additional duties, as required, commensurate with the role and nature of the post.

Scope of role

General

This post supports the council's approach to public health and reducing health inequalities and will work extremely closely with the communications and social marketing officer (public health).

The postholder will be part of the Communications and Marketing team but will work closely with the council's public health and engagement teams. They will also work closely with other communications colleagues, health colleagues, and other staff to provide innovative, creative and appropriate design solutions.

The job description is intended as a guide to the principal duties and responsibilities of the post. Responsibilities will be reviewed periodically in line with service priorities and duties may change or new duties be introduced after consultation with the post holder.

Budgetary/Resource Control

The post will require no management of budgets. The post has no line management responsibilities.

Such other duties as may from time to time be necessary, compatible with the nature of the post. It should be noted that the above list of main duties and responsibilities is not necessarily a complete statement of the final duties of the post. It is intended to give an overall view of the position and should be taken as guidance only.

PERSON SPECIFICATION

KEY CRITERIA	ESSENTIAL	DESIRABLE
Skills and qualifications	Qualification in graphic design (or related) with experience and/or further training in digital design for marketing.	Qualification in photography, marketing and basic video production.
Competence Summary (Knowledge, abilities, skills, experience)	<p>Highly competent user of Adobe InDesign, Photoshop or other suitable Adobe Creative Cloud applications for online and offline creative content.</p> <p>Proven experience of producing high quality and engaging online digital content (including, but not limited to, GIFs, online leaflets, banner ads, animations, email templates).</p> <p>Demonstrable experience of producing high quality and engaging offline/ traditional marketing and communications collateral (including, but not limited to adverts, posters, banners, leaflets, brochures).</p> <p>Proven experience of designing publications (magazines/ newsletters) for print and digital channels.</p> <p>Basic understanding of communication and marketing, and how social media, advertising and creative content can work to this effect.</p> <p>Experience of prioritising work, managing time and working under pressure to meet deadlines</p> <p>Experience of working across multiple teams.</p> <p>Experience of working in project teams and co-ordinating content.</p> <p>Excellent oral and written communication skills.</p> <p>Excellent IT skills (Including Microsoft Office)</p>	<p>Competent in using Adobe Premier Pro and/ or other video editing software.</p> <p>Experience of using social media (Facebook, Twitter, Instagram, YouTube, LinkedIn) for business purposes.</p> <p>Familiarity with key local government and COVID-19 policies and guidance.</p> <p>Experience producing high quality presentations and templates on Microsoft PowerPoint</p>

	<p>Knowledge of design for different audiences, including for people with disabilities.</p> <p>Knowledge of the importance of corporate brand and experience of being a brand guardian.</p> <p>Experience of briefing and commissioning freelance designers and design agencies to ensure work is carried out to the desired specifications and delivered on time.</p> <p>An understanding of both Apple and PC platforms.</p>
Work-related Personal Requirements	<p>Excellent communications skills, oral and in writing, including presentational skills in formal and informal settings.</p> <p>Flexible and reliable</p> <p>Creative, confident and articulate</p> <p>Excellent team working skills</p> <p>Proven commitment to equality of opportunity for all</p> <p>Self-motivated with excellent organisational skills</p> <p>Willing to respond to requests, open to new ideas and being innovative</p> <p>Ability to work independently</p> <p>Positive attitude, detail and customer orientated with good multitasking and organisational abilities.</p> <p>Willingness and ability to learn to use new tools and technologies.</p> <p>Takes responsibility for their own learning.</p> <p>Demonstrates excellent communications skills, verbal and in writing, including presentational skills in formal and informal settings.</p>
Other Work Requirements	<p>Understanding and commitment to the principles and practice of valuing diversity and equal opportunities.</p>

Understanding and knowledge of data protection/sharing and consent issues.

Understanding of the political context and operating in a political environment.

Role models and demonstrates the Council's values and behaviours



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Being Bracknell Forest

- Our values define who we are. They outline what is important to us. They influence the way we work with each other – and the way we serve our residents and engage with our communities.
- We make our values real by demonstrating them in how we behave every day.

All staff should hold a duty and commitment to observing the Council's Equality & Diversity policy and procedures at all times. Duties must be carried out in accordance with relevant Equality & Diversity legislation and Council policies/procedures.