

Digital and Graphic Designer

Basic information

Band: D

Job family: Marketing Communications

Terms: 12 month fixed term contract

Location: Cheltenham

Reports to: Creative Studio Manager

Team: Creative

Business unit: CXM

Additional conditions:

Some out of hours working required



Role purpose:

To lead on all aspects of graphic design work for print and digital formats, such as admissions guides, leaflets, flyers, posters, e-publications/tablet apps, HTML marketing emails, online monthly mailings, and design concepts for web pages and apps. To process and produce materials consistent with the appropriate brand guidelines.

Key duties and responsibilities:

- Design of concepts, layout, typesetting, and publishing of digital formats of documents (e-publications/tablet apps).
- Design of concepts, layout, typesetting, and publishing of print formats of documents.
- Design, concepts, layout, and creation of HTML emails.
- Design graphic elements in support of the materials, manipulate images for use in materials, and ensure all materials are clear and comprehensive for the intended audience, and are prepared to appropriate standards.
- Project management within the studio, liaising with the marketing managers/Internal Comms Manager.
- Check technical aspects of external advertising files supplied for print/online publication, and liaise with suppliers as necessary to resolve any issues.
- Support for print artwork creation when required.
- Administration of the Design Team folders/files.

- Use of the scheduling program, JIRA, to manage workflow, create an activity log of the project, and log time spent on each project.
- Provide and maintain templates for company documents – Word, Excel, PPT, etc.
- Maintain strong technical knowledge of core Adobe CS software – Illustrator, InDesign, and Photoshop.
- Initiate own development in other Adobe Creative Cloud products and tools, such as After Effects.
- Demonstrate an eye for detail and accuracy, excellent problem-solving skills, and high levels of initiative.

Accountabilities:

- Direct liaison with agreed suppliers to provide quotes for print items.
- Complete ereq forms to raise POs for external suppliers.
- Contribute towards efficiency savings.
- Contribute towards other revenue targets.
- Authority to design and deliver artwork files.
- Authority to make decisions about technical issues that may arise when creating materials.
- Authority to make choices about the best layout and design for materials.
- Authority to initiate procedures to ensure the smooth technical operation of the publications production.
- To be responsible for the accuracy of own work.
- Authority to liaise with internal and external staff, and third party clients.
- Authority to work without close supervision, managing daily tasks and prioritising own work.

Person specification:

- Mid-weight designer/senior designer.
- Strong creative concept development.
- Experience of typesetting for report publications.
- Experience of design for web.
- Should ideally have experience of design for Word and PowerPoint templates.

This role profile sets out the scope and main duties of the post at the date when it was drawn up. Such details may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the level of the post. All UCAS employees are expected to be flexible in undertaking the duties and responsibilities attached to their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility.

Our values in action

Customer – We always look through the customer lens. The logic of the customer is the logic of UCAS.

Commitment – When we commit, we deliver on time, quality, and budget, or we negotiate changed commitments for good reason. We never leave commitments uncovered.

Team – We work collaboratively. When we commit, we commit as an individual and as a team. We strive for and support team success as well as individual success.

Outcomes – We plan and do things to achieve outcomes. We define them, aspire to them, and deliver them.

Agility – We know we need to be agile when we look through the customer lens, when we make commitments, when we work in teams, and strive for the right outcomes.

Extraordinary – We are ambitious for our customers, for UCAS, and for our teams. We want more than ordinary outcomes – we strive to achieve extraordinary outcomes, extraordinary customer focus, and an extraordinary culture of high performance and quality of focus.