



Staffordshire University Services Ltd

Job Description

Job title	Designer (MC18-11)
School/Service	Marketing & Communications
Normal Workbase	Stoke campus
Tenure	Maternity Cover for 10 months
Grade/Salary	Grade 5
FTE	1.0fte
Date prepared	August 2019

Job Purpose

To be responsible for delivering in-house graphic design requirements for the University supporting advertising, marketing, signage and branding requirements.

Relationships

Reporting to: Multi-media Studio Manager

Responsible for: N/A

Main Activities

- To create work always on brand and with vision. To be brand guardian, ensuring all materials produced are on brand.
- To produce excellent well-crafted marketing communications and to be able to express a concept in a visually strong, compelling and distinctive design
- To contribute and adhere to Brand guidelines, ensuring that latest versions are used.
- To provide a full, high quality, professional graphic design service including the production of final artwork, taking delegated responsibility for the control of individual design and production projects.
- Producing storyboards, mock-ups, concepts and scamps to quickly illustrate and new ideas
- Meeting members of the university to discuss the business objectives and requirements of the job and acting as an account manager with projects
- Estimating the time required to complete the work and providing quotes
- Estimating the production costs and overseeing the traffic flow of the work;
- Thinking creatively to produce new ideas and concepts
- Proof reading to produce accurate and high-quality work;

- Commissioning illustrators and photographer and working with external suppliers and agencies
- Working as part of a team with printers, copywriters, photographers, stylists, illustrators, other designers, account executives, web developers and marketing specialists.
- To ensure that the necessary security and confidentiality of all information, data and software are maintained
- To understand and utilise traffic management software
- To understand and utilise the online portal software
- To understand and utilise the Image Bank Library, ensuring it is kept up-to-date
- To undertake necessary training and guidance in content and storage management of information
- To develop new areas of technology that fit the remit in the design function
- To participate in broader University marketing projects e.g. campus redevelopment, on-site branding, etc
- To support the team in production, delivery and roll-out when required e.g. Mock-ups. Display delivery, on-site branding and signage roll-out
- To create work on Brand and with vision.
- Supporting the budget process. Ensuring monthly cost centre reports and quarterly forecast and budget planning are completed.
- To support University events – help with set-up and take down and attend University recruitment and corporate events where necessary, notably University Open Days, UCAS HE Fairs, Welcome Week and Graduation
- To undertake any other reasonable duties as determine by the Director of Marketing & Communications

Informal Discussion

You are welcome to contact our Multimedia Studio Manager – Richard Lovatt (01782 294139) - to find out more details about this opportunity or to come along and see our amazing working environment.

Professional Development

The organisation is keen to support staff in achieving high standards and will expect continuous professional development to ensure up to date knowledge and technical skills in related areas.

Variation to Job Description

The employer reserves the right to vary the duties and responsibilities of its employees within the general conditions of the Scheme of pay and conditions and employment related matters. Thus it must be appreciated that the duties and responsibilities outlined above may be altered as the changing needs of the service may require.

Conditions of Service

If you are successful in being appointed to a professional support role at Grades 1-6, you will be employed by Staffordshire University Services Limited (SUS Ltd).

Staffordshire University Services Limited is a wholly owned subsidiary company of Staffordshire University which provides professional support staff to undertake various roles and responsibilities associated with grades 1 to 6 on the Staffordshire University pay scale. You'll work alongside, and under the direction of colleagues, within the University's Schools and Services in the delivery of our University Plan and supporting KPIs. You will be subject to Staffordshire University's policies and procedures and will be eligible to participate in the Staffordshire University Pension Scheme.