

POSITION VACANT

# Senior Designer/ Designer.

**Job type:** Senior Designer/Designer

**Salary:** £21,000 - £30,000 dependent on experience

**Location:** Lincoln, Lincolnshire

**Team:** Creative Team

**Closing date for applications:** Friday 7th January

## Overview:

Your job is to be our visual communicator. This role is not just about using the latest software to create a piece of attractive design. It's about communicating a deeper visual message to a specific audience, provoking an emotional response and inspiring people to act.

In this role you will create visual text and imagery concepts, by hand or using computer software, to communicate ideas that inspire, inform, or captivate people. You understand that art makes you feel something; design makes you do something – so you use insights and combine brand standards, colour theory, graphic elements, and typography to make audiences do both.

In this role you will create visual content in many forms for many channels including adverts, websites, mobile, print and social. You are responsible for ensuring our advertising, whether it is for clients or for us – is eye-catching and creative.

### Senior designer overview:

As a senior, you are also responsible for managing the design studio and the staff that work within the studio, keeping the design team on track, ensuring all design tasks are delivered on time, to budget and to the expected quality outputs.

## Roles and responsibilities:

- Understand and interpret briefs and work closely with the team to create original ideas that fulfil the brief supplied to you
- Be inquisitive – ask questions and think bigger and better and bring added value to every brief
- Work on a range of design pieces, from social media posts to packaging design to full-scale branding projects and campaigns
- Use the entire design lifecycle – getting stuck in right from the early stages of fleshing out a design brief, communicating ideas and talking through the expected outcomes of the design, and then working on the design and presenting the final draft
- Provide an exceptional customer service and implement high quality customer service principles in the design and delivery of the creative service
- Support clients and/or the business to understand the impact of graphic design
- Produce storyboards or sketches of your ideas, or get straight to work online using industry software such as XD, Adobe Photoshop, InDesign and Illustrator to create visual designs
- Work on layouts and art-working designs ready for print and understand how to make artwork print ready
- Create artwork compatible for online formats, including artwork for advertising and social media platforms
- Work with creative colleagues such as copywriters and marketers to design and create final products and ensure that design work is aligned with other methods of communication
- Work with both management and clients to formulate campaigns that meet specific objectives
- Attend co-creation sessions with researchers to 'co-create' content in a focus group setting and interpret findings into final design products
- Attend client meetings to discuss expectations and desired outcomes of design
- Service multiple clients concurrently, meeting deadlines and operating within budget
- Coordinate with staff members working on the same account to ensure consistent service and delivery
- Solve problems for clients such as helping them to communicate with their customers more efficiently
- Present and pitch ideas to the team, to clients and prospect clients
- Maintain the company's photo library
- Attend photo or film shoots
- Ensure images and assets (such as fonts) we use are licensed and adhere to copyright and keep an accurate record
- Manage fonts, images and other design assets according to brand guidelines
- Consistently keep up to date with the latest industry developments, news, and software and share your skills, knowledge and best practice with the studio and wider team; presenting at team meetings and training staff internally
- Be responsible for commissioning design, video and animation services when outsourcing has been agreed
- Ensure commissioned suppliers work to the highest standard and deliver work on time and to budget
- Write or contribute to blog articles, infographics, knowledge hub content and any other content that promotes the company
- Represent the company at trade exhibitions, events and at pitches
- Work with the team to meet deadlines for delivery; and cover other team roles when required (such as holidays)
- Collaborate with the growth team to identify and grow opportunities for the business.

## Persona specification:

- Degree or HND in graphic design, creative advertising or equivalent
- A minimum of two year experience for our Designer position and a minimum for five years for our Senior Designer role. This does not include time in education. Experience must be in post education. Freelance experience is acceptable.
- Must possess creative flair, originality and have a strong visual sense
- Imaginative with a flair for art and design, with a genuine interest in inspiring people through print and design
- Has a creative mind that can absorb visual trends and deploy them in fresh and exciting ways
- Demonstrated aptitude for problem-solving
- Experience in a customer service environment and managing client relationships
- Must maintain and advance professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies and can demonstrate Continued Professional Development (CPD)
- Resilient; must be able to cope with rejection
- Adaptable and flexible and can adapt to change
- Can work to tight deadlines and copes under pressure
- Motivated individual with drive – a competitive streak
- Must possess excellent verbal and written communication skills
- An interest in social marketing and behaviour change or 'design for change'
- You must be fully MAC proficient and have demonstrable experience in Adobe Creative Cloud, in particular InDesign, Illustrator, Photoshop and experience using XD and an understanding of UX and UI design principles is desirable.
- Excellent typographic and layout skills
- Attention to detail – must have a strong eye for detail and accuracy
- Experience in digital design

## If you are selected for a senior role you will need to demonstrate experience in the following:

- Managing a busy studio
- Managing a team of designers

## How to apply

Please send (by email) the following:

- A CV
- Covering letter [telling us how you meet the above person specification]
- Links to an online portfolio and/or attach a PDF with examples of your work

Send to Kelly Hunstone at Social Change UK: [\*\*kelly@social-change.co.uk\*\*](mailto:kelly@social-change.co.uk)

For more information please visit: [\*\*www.social-change.co.uk\*\*](http://www.social-change.co.uk)

