Social Change UK

Research and
marketing that matters

We are looking for another changemaker.

Creative Designer [6 months, with opportunity to extend/secure permanent position].

December 2020

SOCIAL-CHANGE.CO.UK

Our values.

Our values represent what Social Change UK stands for as a business, a corporate citizen and an employer. We live and breathe these values and we will continue to be inspired by them everyday.

Stronger Together

Teamwork is what makes us great. By being able to depend on one another and learn from each other, we can transform what we do from something good to something great.

Every Person Counts

We will look out for each other and remember that every person is important. We will show respect and value diversity, experience, approach and ideas.

ChangeMakers

Being a responsible global citizen is at the heart of what we do. We seek to minimise the impact of our activities on our beautiful world and we actively aim to create products and services that make a difference to people and communities.

Love

We love what we do. It's as simple as that. We don't believe in getting up in the morning to go to a job you just don't love. We are all about the love.

Conversation

We don't believe in talking at people. We are all about the conversation.

Quality

We deliver excellent work consistently. If it isn't great, it doesn't see the light of day.

Our mission.

To take on the tough social issues; opening the "too difficult box" and helping fellow changemakers to bring about positive social change.

We do this by:

Using data and uncovering insight to influence change

Helping businesses to become meaningful members of the global community, not external agencies void of influence or impact
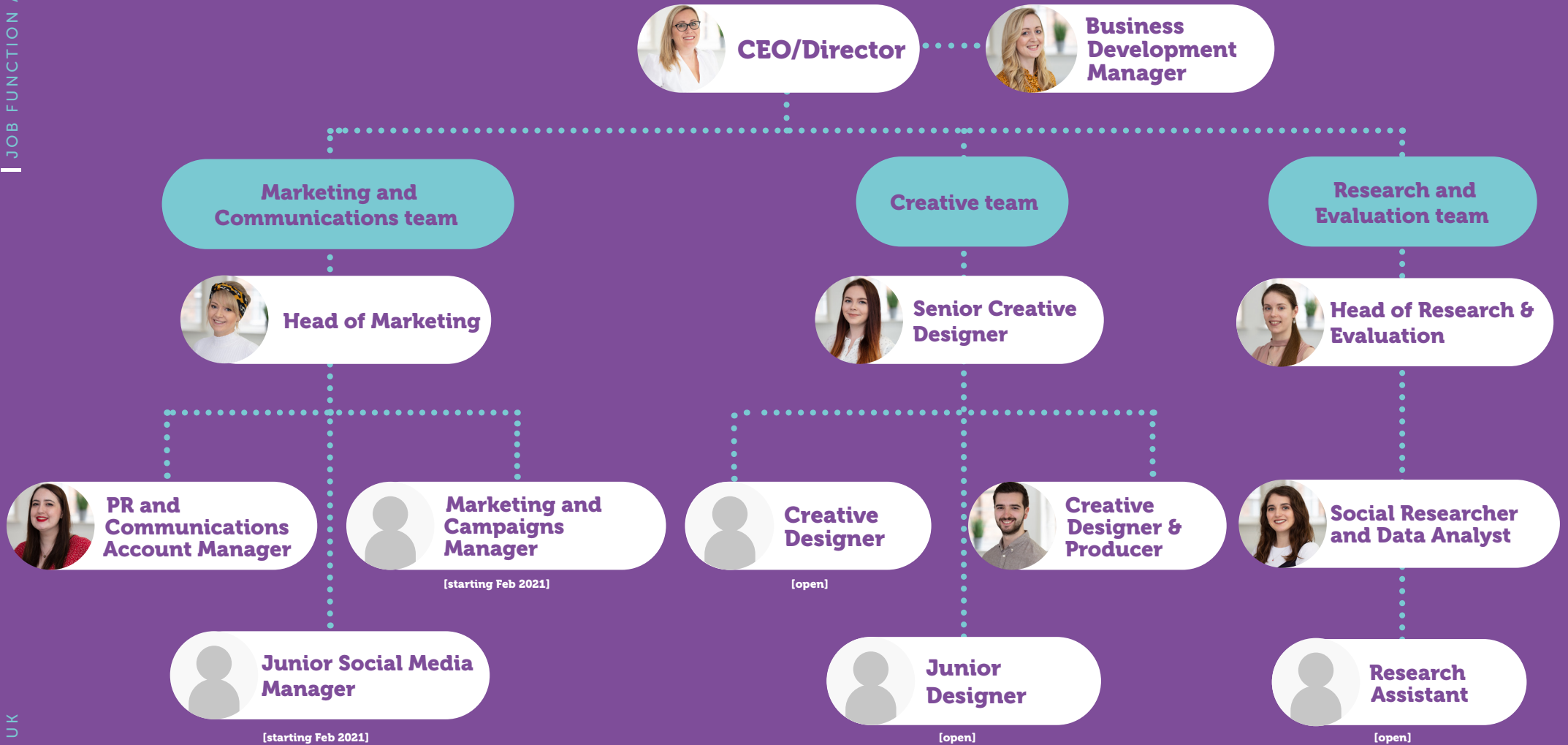
Changing attitudes and behaviours by inspiring, influencing and encouraging action in people and communities through creative campaigns and dedicated change programmes.

Co-designing and collaborating with people for people.

Our team.

CEO/Director

Business Development Manager

Marketing and Communications team

Creative team

Research and Evaluation team

Head of Marketing

Senior Creative Designer

Head of Research & Evaluation

PR and Communications Account Manager

Marketing and Campaigns Manager

[starting Feb 2021]

Creative Designer

[open]

Creative Designer & Producer

Social Researcher and Data Analyst

Junior Social Media Manager

[starting Feb 2021]

Junior Designer

[open]

Research Assistant

[open]

Creative Designer.

Job purpose:

01. To be our visual communicator, responsible for our first impression

02. To engage people and hook them – online and offline

03. To inspire and facilitate change using the power of design and advertising

04. To bring your ideas and someone else's ideas to life and elicit an emotional response through design, digital content and video

05. To deliver award winning creative concepts and ideas

06. To deliver impact and work that makes a difference to people, communities and the planet

07. To support the wider team to market our business using the power of design and advertising

08. To product digital content that engages and inspires change or action

About your job:

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.

You 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 job you 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.

Job function:

- 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

- Plan, produce and publish inspirational, informative and engaging content for the Social Change UK digital channels;

- Plan, script, shoot and edit video for use online (such as websites, social media and video channels)

- Plan, produce and publish digital content for multiple digital channels, on behalf of our clients ensuring it inspires, engages and facilitates change or action;

- 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

- 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 Senior Creative Designer to identify and grow opportunities for the business

Person specification:

- Degree or HND in graphic design, creative advertising or equivalent;

- At least 1 year's experience in an agency environment or demonstrable experience of working on multiple briefs at any one time.

- 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;

- Adaptable and flexible and can adapt to change;

- Can work to tight deadlines and copes under pressure;

- Experience in a customer service environment and managing client relationships;

- Must maintain 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;

- Motivated individual with drive – a competitive streak;

- Must maintain and 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 Abobe Creative Cloud, in particular InDesign, Illustrator, Photoshop and XD;**

- Excellent typographic and layout skills;

- Attention to detail – must have a strong eye for detail and accuracy;

- Experience in digital design;

- Understanding and appreciation for UX and UI and how design plays a role.

Specification.