Graphic Designer

Grade 6

**Our Vision**

An innovative, ambitious and sustainable county, where everyone has the opportunity to prosper, be healthy and happy.

Our Outcomes

We want everyone in Staffordshire to:

* Have access to more good jobs and share the benefit of economic growth
* Live in thriving and sustainable communities
* Be healthier and more independent for longer

Our Values

Our People Strategy sets out what we all need to do to make Staffordshire County Council a great place to work, where people are supported to develop, flourish and contribute to our ambitious plans. Our values are at the heart of the Strategy to ensure that the focus is on what is important to the organisation and the people it serves:

* Ambitious – We are ambitious for our communities and the people of Staffordshire
* Courageous – We recognise our challenges and are prepared to make
courageous decisions
* Empowering – We empower and support our people by giving them
the opportunity to do their jobs well.

About the Service

Staffordshire County Council’s award-winning Communications Team is responsible for developing and implementing council-wide internal and external communications based on the annual communications plan. Our work promotes the vast, diverse work of the county council that has a daily impact on the lives of Staffordshire’s 850,000 residents.

We plan and deliver corporate marketing and campaigns activity, media relations and reputation management, digital communications including social media, internal communications, corporate publications, place marketing, stakeholder engagement, and lobbying activity.

The Communications team’s aim is to enhance and protect the council’s reputation locally, regionally, and nationally. To help us do this, we give advice, support, and training to senior managers, colleagues, and members across all directorates and subject matters, including media issues and digital communications. We also do this through our many and varied campaigns that we deliver to help change behaviours, raise awareness, and increase understanding about what the county council does for people, and how we support people, businesses, and communities.

We also give advice and support about consultation with residents, service users and other stakeholders so that the county council can engage people effectively. The people of Staffordshire are at the heart of everything we do.

**About the Role**

Responsible to: Social Media Manager

Responsible for: n/a

Key Accountabilities:

* Visualize and produce high quality, creative design work for a wide range of printed and digital media.
* Produce artwork to pre-press standard ensuring a high attention to detail at all times using a high level of knowledge and professional judgment.
* Work closely with clients to receive and interpret design briefs regarding layout, style and format of documents for digital and print.
* Make informed decisions on creativity, design purpose, accuracy, functionality and aesthetics to effectively reach a given target audience
* Sound knowledge of Apple and PC hardware and software applications, including, Mac OS, Microsoft Office, Adobe Creative Suite.
* Able to in work in a team environment.
* Capable of maintaining performances and standards of work when working under pressure.
* Self-motivated and able to work on your own initiative, as well as part of a team.
* Committed to the principles of good customer service and possess good communication and organisational skills.
* Able to work to tight deadlines and possess a flexible approach to working hours. Occasional weekend or evening working may be required to assist with the production of urgent items.
* Undertake training as required, and to participate in the training of other staff.
* The nature of the work will bring you into contact with personal or other confidential information. You will be required to respect and ensure the security of this information and under no circumstances, convey or transmit such information to any unauthorized third party.
* Comply with Health and Safety responsibilities within this role, as outlined in the Departmental Health and Safety Manual.
* Undertake or advise on photography or filming to provide content for printed and digital design work and campaigns.
* Liaise with external suppliers of print materials as appropriate.

Other Information

This post is designated as a casual car user

This post is not politically restricted

**Professional Accountabilities:**

The post holder is required to contribute to the achievement of the Council objectives through:

**Financial Management**

Personal accountability for delivering services efficiently, effectively, within budget and to implement any approved savings and investment allocated to the service.

**People Management**

Engaging with People Management policies and processes

**Equalities**

Ensuring that all work is completed with a commitment to equality and anti-discriminatory practice, as a minimum to standards required by legislation.

**Climate Change**

Delivering energy conservation practices in line with the Council’s climate change strategy.

**Health and Safety**

Ensuring a work environment that protects people’s health and safety and that promotes welfare, and which is in accordance with the Council’s Health & Safety policy.

**Safeguarding**

Commitment to safeguarding and promoting the welfare of vulnerable groups.

The content of this Job Description and Person Specification will be reviewed on a regular basis.

**Person Specification**  A = Assessed at Application

I = Assessed at Interview

T = Assessed through Test

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| Minimum Criteria for Disability ConfidentScheme \* | Criteria | **Measured by** |
| **A black and purple sign with text  Description automatically generated****A black and purple sign with text  Description automatically generated** | Qualifications/Professional membership* NVQ level 3 in graphic design or design related subject or equivalent experience.
* Experience of working in a graphic design role in an agency or in-house team.
 | A/I/T |
| **A black and purple sign with text  Description automatically generated****A black and purple sign with text  Description automatically generated** | **Knowledge & Experience*** Extensive experience in planning, analysing and creating visual solutions from customer’s initial brief and ensuring compliance with corporate standards.
* Ability to be able to design, create, imposition and output designs using industry standard software applications such as Adobe Creative software e.g. In-Design, Photoshop and Illustrator.
* A wide knowledge of graphic design applications using both PC and Apple Mac platforms.
* Good understanding and experience of digital and lithographic print processes.
 | A/I/T |
| **A black and purple sign with text  Description automatically generated****A black and purple sign with text  Description automatically generated****A black and purple sign with text  Description automatically generated****A black and purple sign with text  Description automatically generated****A black and purple sign with text  Description automatically generated** | **Skills & Abilities*** Excellent creative and typographical skills.
* Excellent analytical skills as evidenced by the ability to solve problems logically and make appropriate decisions.
* The ability to work within a team effectively.
* Good interpersonal skills with ability to develop and sustain relationships with a wide variety of people both within and external to the organisation.
* Excellent communication skills. Ability to make an effective presentation.
* Capable of operating at a broad level of design, with a high level of flexibility and adaptability to working hours.
* The ability to respond positively to changes in the working environment and to deal effectively with work pressures when they arise.
* Ability to work to tight deadlines and be prepared for a flexible approach to customer requests.
* Experience of photography, filming and editing would be beneficial
 | A/I/T |

**** If a disabled person meets the criteria indicated by the Disability Confident scheme symbol and provides evidence of this on their application form, they will be guaranteed an interview.

We are proud to display the Disability Confidence Symbol, which is a recognition given by Job centre plus to employers who agree to meet specific requirements regarding the recruitment, employment, retention, and career development of disabled people.

If you need a copy of this information in large print, braille, another language on cassette or disc, please ask us by contacting

Talent & Resourcing Team 01785 278300