



**Professional Services**

**Marketing and Communications**

**Senior Graphic Designer**

**ZZ004480**

**Information for Candidates**

**THE POST**

Please see the attached job description and person specification.

**TERMS OF APPOINTMENT**

Full-time

Permanent

Salary is in the range £29,799 to £33,518 per annum and progress to the top of the scale is by annual increments payable on 1st April each year. Salary is paid into a bank or building society monthly in arrears.

The full-time standard University hours are 37 per week which are normally from 8.30 a.m. to 5.15 p.m. Monday to Thursday and 8.30 a.m. to 4.15 p.m. Friday with one hour and ten minutes for lunch.  Specific times may vary according to the Department concerned. If the position is part-time, the hours and days worked will either be as stated in the advert or discussed at interview/appointment. Overtime is not normally payable but time off in lieu may be given.

Annual leave entitlement is 32 working days in a full leave year. If you work less than 37 hours per week, your leave will be calculated on a pro-rata basis. The leave year commences on 1 October and staff starting and leaving during that period accrue leave on a pro-rata basis. In addition, the University is normally closed from Christmas Eve until New Year’s Day inclusive and on bank holidays.

The Appointee will be entitled to join the Local Government Pension Scheme. The scheme's provisions include an index-linked pension with an option to exchange some pension for a lump sum on retirement together with dependants’ benefits. Contributions by the employee are subject to tax relief.

There is a probationary period of six months during which new staff are expected to demonstrate their suitability for the post.

There is a comprehensive sickness and maternity benefits scheme.

**All interview applicants will be required to bring their passport or full birth certificate and any other 'Right to Work' information to interview where it will be copied and verified.** The successful applicant will not be able to start work until their right to work documentation has been verified.

Please note if you are the successful candidate once the verbal offer of employment has been made and accepted, references will be immediately requested. It is the University’s policy that all employment covering the past three years is referenced. A minimum of two references is required to cover this three year period of employment or study (where there has been no employment). One of your referees mustbeyour current or most recent employer.

The successful candidate will need to bring documentary evidence of their qualifications to Human Resources on taking up their appointment.

To comply with UKVI legislation, non-EEA candidates are only eligible to apply for this post if it has been advertised for a total of 28 days.

If the position has a requirement for Disclosure and Barring Service check (DBS), this will be stated in the advert. The DBS Application Form will be provided once the selection process has been completed.

All applications must be submitted by Midnight (GMT) on the closing date published.

**UNIVERSITY OF PORTSMOUTH – RECRUITMENT PAPERWORK**

1. **JOB DESCRIPTION**

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| **Job Title:** | Senior Graphic Designer |
| **Grade:** | 6 |
| **Faculty/Centre:** | Professional Services |
| **Department/Service:****Location:** | Marketing and Communications DepartmentMercantile House |
| **Position Reference No:** | ZZ004480 |
| **Cost Centre:** | 47463 |
| **Responsible to:** | Corporate Communications Manager |
| **Responsible for:** | N/A |
| **Effective date of job description:** | January 2018 |

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| **Context of Job:** |
| The Marketing and Communications Department offers a complete in-house service to promote the University to its various stakeholders. The Department’s services cover a wide range of marketing and communications disciplines, dealing with brand management, internal and external communications, marketing strategy, digital marketing and web strategy, press and public relations, recruitment, community outreach and market research. The role of the Senior Graphic Designer is to produce the highest quality design work across different media platforms. The role delivers the professional expertise in graphic design, typography and digital standards including digital publishing. The role is experienced in executing projects of all sizes at pace and to budget.  |

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| **Purpose of Job:**  |
| * Work with colleagues across departments to understand project scope and objectives.
* Generating ideas and innovative design concepts that address campaign objectives, and selling them both internally and externally with the client.
* Forging and executing exciting and stunning design ideas across multiple media platforms.
* Communicating design ideas effectively, enabling others to buy into the vision.
* Maintaining high standards and ensuring only the very best work is released to the client.
* Working collaboratively across the Campaigns and Digital team and the wider department to drive up standards of creativity.
* Working at pace to deliver high quality work under pressure and often to tight timescales.
* Keeping up to date with latest design trends, concepts and technologies, ensuring we are always at the forefront of cutting edge design and digital publishing.
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| **Key Responsibilities:** |
| * Act as the lead graphic designer who is able to come up with exceptional, conceptual design solutions with a strategic design point of view
* Able to understand brand values, brand strategy and translate into design across multiple channels
* Lead and develop concept and execute all print collateral; Direct Mail, packaging, print, style guidelines and all graphic elements and help oversee digital creative design
* Partner with the Digital team to bring to life the creative direction across University web site, marketing activations and maintain branding consistency
* Close collaboration with Marketing team, Marketing Creative Copywriter, Campaigns and Digital teams to ensure joined up messaging and world class creative
* Lead creative sessions for project kick offs, overseeing multiple projects from concept through to final output
* Using copy provided by the Corporate Communications Team as a basis, select the most appropriate imagery, design elements, and specifications to deliver high impact, high quality design that delivers to the brief
* Manage the relationship with external suppliers, including the sourcing of appropriate designers/agencies, allocation of work, and overseeing delivery.
* Lead the delivery of the University’s digital publishing portfolio.
* Maintain accurate housekeeping of all designed work and associated files within agreed file structures to ensure accurate file tracking of all work undertaken in-house and by external agencies.
* Actively maintain the Design Server, working with the IS Service team to highlight any issues, and ensuring that all work undertaken is backed up onto the Server.
* Work closely with other team members across the Marketing & Communications department to ensure work is delivered accurately and on time.
* Be a member of specific marketing project teams as determined by the Head of Brand Strategy and Corporate Communications.
* Such other duties as be reasonably required by the Corporate Communications Manager and Head of Brand Strategy and Corporate Communications
* Participate in performance and development review (PDR), ensuring that work produced is in line with the Department/University aims.
* **This post requires weekend working for which prior notice will be given.**
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| **Working Relationships:** |
| Head of Brand Strategy and Corporate Communications Director of Marketing and CommunicationsCorporate Communications ManagerColleagues within Marketing and Communications TeamNetworks within the University across Faculty and Business Units at all levelsExternal agencies and suppliers  |

1. **PERSON SPECIFICATION**

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| **No** | **Attributes** | **Rating** | **Source** |
| **1.** | **Specific Knowledge & Experience** |  |  |
|  | Significant graphic design experience | E | AF, S  |
|  | Exceptional creativity, innovation, originality and a strong visual eye | E | AF, S (T) |
|  | Experience in using, designing and delivering e-publishing  | E | AF, S |
|  | Interest in photography and its ability to improve design | E | AF, S |
|  | Excellent communication and presentation skills | E | AF, S |
|  | Ability to foster co-operative, positive working relationships with all internal teams | E | AF, S |
|  | Meticulous eye for detail | E | AF, S |
|  | Comfortable working at pace and under pressure | E | AF, S |
|  | Communicating and influencing at a senior level confidently, you will be able to work under pressure and multi task to strict deadlines | E | AF, S |
|  | Experience of managing agencies and suppliers | E | AF, S |
|  | Technically, you will have advanced experience with Adobe Creative Suite (InDesign, Illustrator, Photoshop, and Acrobat) and ideally a working knowledge of HTML, Flash, AfterEffects, MS Word, PowerPoint, Key Note and Excel plus strong typographical skills.  | E | AF, S |
|  | Ability to grasp client needs and deliver effective and practical solutions. | D | AF, S |
|  | Knowledge of the print process and new developments in design software | D | AF, S |
|  | Excellent knowledge of software packages such as, Adobe InDesign, Illustrator, Photoshop | D | AF, S |
| **2.** | **Skills & Abilities** |  |  |
|  | Excellent written and verbal communication skills | E | AF, S (T) |
|  | You will be operating at Senior Designer level and come from an agency/client-side design environment | E | AF, S (T) |
|  | You will be comfortable collaborating with creative colleagues to deliver integrated concepts |  |  |
|  | Digitally literate | E | AF, S |
|  | Excellent presentation skills - written, oral and electronic | E | AF, S (T) |
|  | Good planning and organisational skills | E | AF, S |
|  | Able to work as part of a team and on own initiative and to liaise with and direct internal and external teams | E | AF, S |
|  | Excellent interpersonal skills and ability to provide consultancy service | E | AF, S |
|  | Must be flexible and able to work on a number of projects simultaneously | E | AF, S |
|  | Ability to build effective working relationships with other colleagues both with the department and University and externally | E | AF, S |

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| **3.**  | **Qualifications, Education & Training** |  |  |
|  | Degree | E | AF, S |
|  | Postgraduate qualification within graphic design or relevant discipline or equivalent professional experience.  | E | AF, S |
|  | GCSE/O Level Grade C or above English | E | AF, S |
|  | Relevant professional training or qualification  | D | AF, S |
| **4.** | **Other Requirements** |  |  |
|  | Highly motivated and able to work from own initiative | E | AF, S |
|  | Good attention to detail | E | AF, S |
|  | Commitment to working independently and as part of an evolving team. | E | AF, S |

**Legend**

Rating of attribute: E = essential; D = desirable

Source of evidence: AF = Application Form; S = Selection Programme (including Interview, Test, Presentation, References)

**JOB HAZARD IDENTIFICATION FORM**

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| **Please tick box(s) if any of the below are likely to be encountered in this role. This is in order to identify potential job related hazards and minimise associated health effects as far as possible. Please use the** [**Job Hazard Information**](http://www.port.ac.uk/departments/services/humanresources/occupationalhealthservice/jobhazardinformation/filetodownload%2C164407%2Cen.doc) **document in order to do this.**  |
| 1. International travel/Fieldwork
 |  | 13. Substances to which COSHH regulations apply (including microorganisms, animal allergens, wood dust, chemicals, skin sensitizers and irritants)  |  |
| 1. Manual Handling (of loads/people)
 |  | 14. Working at height |  |
| 1. Human tissue/body fluids (e.g. Healthcare workers, First Aiders, Nursery workers, Laboratory workers)
 |  | 15. Working with sewage, drains, river or canal water  |  |
| 1. Genetically Modified Organisms
 |  | 16. Confined spaces |  |
| 1. Noise > 80 DbA
 |  | 17. Vibrating tools  |  |
| 1. Night Working

 (between 2200 hrs and 0600 hrs) |  | 18. Diving |  |
| 1. Display screen equipment
 | X | 19. Compressed gases |  |
| 1. Repetitive tasks (e.g. pipette use, book sensitization etc)
 |  | 20. Small print/colour coding |  |
| 1. Ionising radiation/non-ionising radiation/lasers/UV radiation
 | 21. Contaminated soil/bio-aerosols |  |
| 10. Asbestos and lead  | 22. Nanomaterials  |
| 11. Driving on University business (mini-bus, van, bus, forklift truck etc)  | 23. Workplace stressors (e.g. workload, relationships, job role etc)  |
| 12. Food handling  | 24. Other (please specify)  |

**Completed by Line Manager/Supervisor:**

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| **Name (block capitals)** | EMMA FIELDS |
| **Date** | 15 November 17 |
| **Extension number** | 2779 |

Managers should use this form and the information contained in it during induction of new staff to identify any training needs or requirement for referral to Occupational Health (OH).

Should any of this associated information be unavailable please contact OH (Tel: 023 9284 3187) so that appropriate advice can be given.