

JOB DESCRIPTION

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| Job Title: | Graphic Designer | Responsible to: | Marketing & Communications Manager |
| Salary: | £26,000 | Responsible for: | Assistant Graphic Designers (Student Staff) |
| Location: | Based at the College Lane & De Havilland campuses, although work at other sites may occasionally be required. | | |
| Liaison with other personnel: | The post holder reports to the Marketing Manager of Hertfordshire Students' Union but will work closely with other staff members, particularly the other members of the Marketing team. The post holder will also work with students, a variety of contractors, University staff/departments and the local authority. | | |
| Purpose: | To create innovative and exciting design work for the Students' Union for a range of campaigns, in line with the Brand Guidelines. | | |
| The Role: | The role is designed to allow you to be as innovative as possible, pushing boundaries within the world of our new and exciting brand identity. You'll be expected to produce a range of designs that can be used across both digital and printed mediums, as well as making sure all user touchpoints are to a high standard. The right person for the role will be an extremely proactive and driven individual who is naturally creative. You'll be working in a fast-paced environment where no two days are the same. A strong attention to detail and the ability to work efficiently to briefs are essential. While you'll be an independent Graphic Designer, you'll get to work with a part-time Assistant Graphic Designer, meaning you have someone to bounce ideas off, all the while developing your management skills. You'll both be a big part of our mini but mighty Marketing team. We'll ask you to bring your biggest and best ideas to the table and in turn, you'll have our full support. | | |

Herts SU

Vision: Our vision at Herts SU is to help students love life at Herts. The Marketing Team is a core part of our vision and the role of Graphic Designer is essential in bringing this vision to life, by producing inspirational artwork that engages students at the Uni of Herts.

Values: We are a truly values-led organisation. As such, we're looking for someone who lives our everyday values of being Helpful, Empowering, Representative, Transparent and Student-Focused. We encourage our team to have fun at work whilst never losing sight of our vision.

Service Excellence: We go above and beyond for our students and each other – we're committed to providing excellent service across the board and we support each other to prioritise this every day.

Equality and Diversity Commitment

Hertfordshire Students' Union is committed to diversity and inclusion amongst its staff, reflecting the communities it serves. We welcome applications from Black, Asian and ethnic minority backgrounds, as they are currently underrepresented within the Union's professional staff team. We are an equal opportunities employer and welcome applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation or age.

Key Role Requirements

Main Duties and Responsibilities

Producing Exciting Designs

- Work with and support the Marketing team by producing various pieces of design work to a brief as requested.
- Produce work for a variety of needs, including digital (i.e. assets for social media, email & website) and print (i.e. posters, signage & branded merchandise).
- Produce animated video content as required.
- Ensure all work is provided to specification and to set deadlines, with sufficient time to make amendments where necessary.
- Ensure all assets and design files are stored securely, with easy access for the right staff members.

Growing the Brand

- Be a leading player when it comes to the new Herts SU brand, ensuring the Brand Guidelines are strictly adhered to and updated where necessary.
- Conduct regular brand audits and ensure the brand is maintained to a high standard across all user touchpoints.
- Seek out exciting opportunities to push the brand far and wide, maximising stakeholder engagement through things like branded merchandise, signage and brand activation activities.

Enhancing the Website

- Update the website as needed, ensuring the user experience is the best it can be.
- Take the lead on website development for flagship events like Freshers Week and Elections, managing any additional resource as necessary.
- Conduct regular website audits to ensure aesthetics, navigation and content are all on point.

Supporting The Wider SU Team

- Work closely with all staff in the Marketing team, sharing ideas and offering inspiration on possible design concepts.
- Support the Marketing team with the curation and delivery of our outreach programme, engaging with students on the ground.
- Harness and maintain good working relationships with all colleagues across the SU, working as collaboratively as possible on all projects where appropriate.
- Support with the delivery of larger events like Freshers Week, Refreshers Week, the Students' Union Awards and more.

General Duties

- Set high standards of integrity, punctuality, accuracy, politeness and professionalism. By personal example promote a positive image of the SU and ensure staff provide an excellent customer service.
- Ensure the effective and efficient day to day running of the department.
- Contribute towards the delivery of the SU's strategic plan.
- Attend conferences, training events and meetings as necessary.
- Build and maintain effective relationships with external stakeholders and providers, including designers, agencies and print companies.
- Undertake individual projects as required for the benefit of Uni of Herts students.
- Have a flexible approach to work and undertake any other reasonable duties that may be required, including general administration.
- Keep up to date with relevant local, national, international & sector developments, changes in legislation and good practice.
- Be sensitive when handling confidential information.
- Respect the democratic structure of the SU at all times. The post holder will work closely with our Elected Officers.
- Abide by the Union Constitution and Union policies and procedures at all times.
- Support with the delivery of the Students' Union Elections, Bye-Elections and Referenda, ensuring that they are free, fair and accessible to all students.

- Be aware of the department's impact on the environment and to work within the environmental policies of the SU and the Uni of Herts.

This document outlines the duties required for the time being of the post entitled Graphic Designer, to indicate the level of responsibility. It is not a comprehensive or exhaustive document and the management of Hertfordshire Students' Union may vary duties from time to time that do not change the general character of the job or the level of responsibility.

PERSON SPECIFICATION

Graphic Designer

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| A degree in a design-based subject or a subject that has modules on graphic design |
| A minimum of 12 months experience in a graphic design role |
| Proven skills in and sound knowledge of Design/DTP packages (Adobe Illustrator, Adobe InDesign, Adobe After Effects etc) |
| Excellent knowledge of design for various channels, including digital and print |
| Basic marketing knowledge |
| A creative eye with excellent attention to detail |
| Ability to create and maintain strong working relationships with a wide range of stakeholders including staff, students and external providers |
| Experience handling a heavy workload and working under pressure |
| Excellent written and verbal communication skills, with the ability to communicate at all levels |
| Ability to work to a brief and to tight deadline |
| An enthusiastic, driven and proactive team player that can overcome problems in a constructive way |
| Able to make work fun and enjoy what they do |
| Self-motivated and self-reliant |
| Punctual, organised and flexible |
| Ability to think outside of the box and come up with new, fresh ideas |
| Facilitative of others' ideas and non-judgemental |
| Ability to tap into students' mindset and understand what appeals to them |
| Commitment to Equal Opportunities and understanding of its relevance to Students' Unions |
| Ability to work with a wide range of people from different backgrounds and cultures |
| Evidence of continuous commitment to career and personal development |
| Appreciation of the culture and working arrangements within Students' Unions |
| Able to work occasional evenings and weekends when required |