

Job Description

Post:	Graphic Designer and Photographer
Salary Grade:	Band 7 points 24 – 28 on the SFC Support Staff Pay Scale
Responsible to:	Head of Marketing

Key Purpose:

1	To manage an effective, high quality, accurate and timely design and graphic design and photography service within the Marketing Department.
2	To work with the Marketing Team and the wider college to provide an excellent and responsive level of customer service for design solutions.
3	To take photographs of key events and manage photography stock.
4	To manage the visual quality of the college brand and ensure adherence to guidelines throughout all print and online materials.

Responsibilities:

1	To participate in key college processes as required.
2	To act at all times in accordance with College policies e.g. Health and Safety, Equality & Diversity, Inclusion and Quality Assurance.
3	To work flexibly in the interests of the organisation as required.
4	To participate in performance reviews and to undertake staff development activities as appropriate.
5	To be responsible for promoting and safeguarding the welfare of children, young people and vulnerable adults you are responsible for, or come into contact with.

Duties and Responsibilities:

a	To develop and manage quality control procedures (brand guidelines) for the college's visual brand and ensure effective implementation throughout all publications, materials and online.
b	To deliver a fast paced, accurate and responsive in house design service ensuring effective planning and project management of short and long term projects, ensuring deadlines are met, customers are satisfied and delivery is effectively prioritised.

c	To produce high quality creative artwork (in line with department and college deadlines) for a wide range of print materials ensuring appropriate formats for communications and print. Materials may include; large scale brochures (100+ pages), one page fliers, newsletters, signage and displays, press advertising and more.
d	To manage relationships with key external partners such as Web Design, Graphic Design and print companies to ensure service quality, delivery, efficiency and value for money. Take responsibility for final proof sign off of all artwork
e	To be responsible for producing high quality college photography for use in key internal and external publications. Utilising different photography styles for different mediums e.g. studio/brochure shoots, press photos, event photographic, architectural photography, etc. and plan short and long term photography projects effectively.
f	To develop and maintain an effective storage system for artwork files and image stock, ensuring appropriate and flexible access for the Marketing team and other staff across college.
g	To act as the key internal contact for the college for integrated design solutions, playing a key role in design meetings and establishing productive relationships with various college staff and partners, supporting them with design solutions.
h	To research and develop new and innovative design techniques to maintain a fresh, modern and stylish look throughout all promotional material, sharing concepts and ideas with the team for feedback and development, leading on key design agenda items at the Marketing Team Design Meeting.
i	To be committed to self development and maximising online training sources, latest best practice networks, and new software to ensure design practice is up to date.
j	To participate in College events, as required to support the marketing team.
k	To have a commitment to safeguarding and the promotion of the welfare of children and vulnerable adults.
l	To carry out any other duties commensurate to the post as required by the line manager / senior manager.

Variations to the job description may be required from time to time and when this arises there will be a discussion with the post holder.

All post holders are expected to comply with the College's policies and codes of practice in relation to Equal Opportunity, Inclusive Learning, Health & Safety and Quality Assurance.

Post holder to sign and date the job description:
Name of the post holder:
Line manager to sign and date the job description:
Name of the line manager:

Person Specification – Graphic Designer and Photographer

	<u>Essential</u>	<u>Evidence</u>	<u>Desirable</u>	<u>Evidence</u>
Qualifications	1 Graphic Design Degree or equivalent 2 Literacy Level 2 3 Numeracy Level 2 4 IT Level Literate, ideally holding ECDL or ITQ	Certificate Certificate Certificate Certificate	a A qualification in photography – Level 3	Certificate
Professional Development	5 Evidence of ongoing professional development	Application		
Knowledge	6 Extensive knowledge and experience of Macintosh Computers and advanced skills in using the following software packages: Adobe Creative Suite: - InDesign - Photoshop - Illustrator - Microsoft Outlook Advanced photography skills and experience managing large and small scale photography projects. Advanced print knowledge and experience working with different print mediums, formats and specifications for a range of briefs, to a budget and deadline.	Application/ Interview	b - Cinema 4D (desirable) - After Effects (desirable) - Knowledge of Flash, Fireworks and Dreamweaver	Application/ Interview
Experience	7 Extensive experience of working in a fast pace, responsive environment	Application/ Interview	c Experience of working within Marketing in an Educational Establishment	Application/ Interview
Skills / Qualities	8 Creativity / Design skills 9 Excellent organisational skills	Application / interview Application / interview		

	10 Excellent communication skills and customer care 11 Flexible approach 12 Ability to work as part of a team 13 Good proof reading skills and attention to detail 14 Ability to work on own initiative 15 Ability to schedule and priorities	Interview Interview Interview Interview		
Other	16 To work flexibly in the interest of the organisation including evenings and weekends 17 To work between all centres of Salford City College	Application / Interview Appointment	d Access to personal transport	Application
	18 Commitment and responsibility to safeguarding and promoting the welfare of children and vulnerable adults and suitability to work with children/ vulnerable adults 19 Commitment to college policies i.e. Health & Safety, Equality & Diversity, Inclusion and Quality Assurance 20 DBS Check acceptable to college will be undertaken for successful applicant	Application/ Interview Application/ Interview Appointment		