Contract to undertake graphic design work for the Information for Action on Climate Change Project

28th November 2017

Dear applicant,

Thank you for your interest in this fixed contract task. Please find enclosed some background information to help you decide whether to apply for the work.

Applicants will be assessed on their ability to meet the criteria listed in the Person Specification and on examples of their previous design work. **Please do not send a CV.** Use the application form to show how you meet the criteria. In your covering email, **please include a hyperlink to at least two examples of your previous design work or to your professional website**.

Enclosures:
● Background information on the project and the Permaculture Association
● Job description and person specification
● Application form
● Equal opportunities monitoring form

If you would like to apply, please note that the **closing date for receipt of applications at our office in Leeds is 9AM on Thursday 14th December 2017.** All applications must be received by email saved as either a .doc or .pdf file.

If necessary **Skype interviews** will be held on **Monday 18th December 2017.** Please note if you are invited for interview you will need to have an internet connection that supports video and an active Skype account on this date.

Candidates short-listed for interviews will be informed by phone on 14th December so please ensure that you provide us with a phone number on which we can reach you on this date. We will not contact unsuccessful candidates.

If you wish to have an informal discussion about the post, please contact Chris Warburton-Brown at research@permaculture.org.uk.

Yours faithfully

Harriet Walsh
Office Coordinator

Background information for the Graphic Design role

About the Information for Action Project
The Information for Action on Climate Change Project (I4A), an international collaboration of 8 organisations, has secured £75,000 from the VK Rasmussen Foundation to gather together the critical information that can lead people to direct action on climate change mitigation, adaptation and resilience. The core intention is to produce a website that will enable individuals and communities to identify and take simple actions that will lower their carbon output, sequester carbon, and help them live with the impacts of climate change. The project is building a sophisticated online platform that allows small scale solutions to be shared and accessed by a global audience, and to be rapidly adopted. Ultimately this website will enable practitioners to be more effective, engage new people and support national & regional networks to advocate and adopt evidence-based solutions.

Project goals
1. To help people understand their personal role and power in tackling climate change;
2. To collate permaculture based solutions to climate change in one online Knowledge Base;
3. To promote these solutions to new audiences;
4. To inspire action through the adoption of these solutions and increased education; and
5. To contribute to climate change mitigation, adaptation and carbon sequestration.

About the role
The I4A team have started to develop the key delivery mechanism for the project; online 'action' cards, each linked to a conventional webpage. We are now seeking an inspirational graphic designer to help us make the cards and web pages both visually stunning and easy to understand and navigate.

Core to the role will be creating the colour palette, topography, logos and icons for the cards and web pages. The graphic designer will work on the draft web pages and cards created by the web development team to improve layout and appearance and to create a strong 'look' for the project. They will also develop a logo for the project and a series of simple icons for categories such as water, energy, and resilience. On the following page is the latest draft version of one of the action cards which are at the core of the project, and which the Graphic Designer will work to improve and develop further.

The designer will produce a number of mood boards, (detailing card and page interfaces), a visually striking icon set, a logo, a comprehensive colour palette (colour-coded main sections), button design, and four suitable types faces. A style guide detailing RGB, CMYK and Hexadecimal colour codes is also required.

The work can all be done remotely, there is no need to attend the Permaculture Association offices in Leeds. The Graphic Designer will work online with other team members using google docs, email, skype and zoom. The role is a fixed term contract to deliver a single piece of work.

Make and Use Compost

Compost is a mixture of decayed garden and food waste that is used to build soil structure and feed plants. Dumping this waste into landfill would produce lots of methane, a major greenhouse gas, but good quality composting produces no methane. Moreover, adding compost to soil increases soil carbon, reducing carbon in the atmosphere.

CC Impact: Very large **Level:** Easy **Cost:** Low

CC benefits:
Mitigation. 1 ton of composted food could save 0.25 tons of

Bonus benefit: Boosts local biodiversity

Personal benefit: Free compost for your garden

< Read more >

About the Permaculture Association
The Permaculture Association is an education and research charity that supports individuals and groups to learn about and use permaculture.

Permaculture is an ecological design approach to creating sustainable settlements and systems. We offer a wide range of activities and services that support individuals and groups:

- The national office, which is based in Leeds, provides expert advice, networking contacts, information and support, via phone and email. Over 5000 enquiries are handled each year.
- The membership scheme works to inform, support and network between permaculture practitioners and groups in Britain. There are currently over 1400 members.
- Our quarterly print newsletter Permaculture Works gives updates on news, projects, and opportunities, and courses.
- We run a biennial convergence, a national diploma gathering, Annual General Meeting and other events. In September 2015 we hosted the 12th International Permaculture Convergence and Conference, which engaged 1200 people from 70 countries.
- We support the development of permaculture education and training.
- The LAND network of demonstration sites has engaged over 40,000 in the last 5 years.
- We operate a popular set of websites, which have over 10,000 visitors each month.
- We run the Diploma in Applied Permaculture Design.
- We work closely with a wide range of organisations and networks.

How we are structured
- We are managed by a Board of Trustees, who are all members of the Association, that are elected at the AGM.
- We currently employ 21 part-time staff, some of whom work remotely and some of whom work at our office in Leeds. We are supported by regular volunteers from the Leeds area and a large number of supporters across the UK who help in a multitude of ways.
- We are an evolving organisation with a culture of trying out and adopting successful tools and systems to best deliver our work.
- The Chief Executive takes on day-to-day responsibility for the running of the charity.
- In addition, we have a number of working groups that focus on specific aspects of work.

About this contract
This is a fixed term contract for a freelance worker to deliver a specific piece of work. You will not be an employee of the Permaculture Association and will be responsible for your own tax and national insurance contributions and any other costs incurred in relation to this work, including bank charges for currency conversion where appropriate.

Responsibilities are outlined in the Contract Description.

Contract description

Title: Graphic Designer to the Information for Action on Climate Change Project

Salary and hours: £3,600. 15 days work (7.5 hours a day) at £240 per day.

Duration: Four months in early 2018. Ideally starting on 15th January, but this is negotiable.

Holiday entitlement: Fixed contract for defined delivery date.

Sickness provision: According to statutory requirements.

Job sharing: This post is not suitable for job sharing.

Place of work: This post is for remote working.

Responsible to: The Chief Executive and Board of Trustees. Line managed by the Research Director.

Working with:
- Chris Warburton Brown, Research Director at the Permaculture Association and project coordinator.
- Callum Egan, Napier University, User Interface Advisor to the project.
- Eight project partners.

Job Purpose:
- To undertake the graphic design of the I4A website and action cards, including the colour palette, topography, icons and logo.

General duties:

- All staff and contractors are expected to work within and to promote the aims and objectives of the Association, and present a positive image of the Association to members and the public.
- All staff and contractors are expected to work within the Equal Opportunities framework, and to promote good practice through their work.
- All staff and contractors are expected to abide by the Association's policies and ethos at all times.

Person Specification

	Essential	**Desirable**
Qualifications	● Degree level qualification in graphic design ● Level 2 Maths and English qualifications (or equivalent)	● Membership of a relevant professional body
Experience	● Previous experience within a graphic design role, within either an agency setting or freelance. ● A proven track record of producing high quality graphic design work and brand design materials for a range of briefs. ● Experience of the graphic design of websites and online resources, including colour pallet, topography, icons and logo. ● Layout and formatting. ● Experience of working with css, html ● Produce for web and print.	● 2 years experience in a graphic designer role ● A proven track record of producing high quality graphic design work in an educational context. ● Experience of working in co-production or co-design ● Creative direction ● Design of user-friendly systems
Knowledge and skills	● Excellent communication skills, both written and oral. ● A strong creative instinct and motivation to develop new ideas. ● Photoshop, Illustrator, InDesign. ● Colour palettes/theory ● Strong iconography and typography skills. ● Optimised web graphics. ● Excellent presentation skills, with an ability to address and engage with a range of audiences. ● The ability to work entirely remotely, using Google docs, Skype, Zoom and email for communications with the I4A team.	● Drupal ● CMS systems ● Dreamweaver ● Noun Project ● Photography
Personal attributes	● Honest and reliable ● Self-motivated, highly organised, and able to meet deadlines ● Professional, friendly manner	● Interest in climate change ● Interest in permaculture

Send your completed application form to office@permaculture.org.uk