QUEEN'S UNIVERSITY BELFAST

Candidate Information

Position: Graphic Designer
School/Department: Students' Union
Reference: 20/108390
Closing Date: Monday 19 October 2020
Salary: £24,461 to £28,331 per annum
Anticipated Interview Date: Wednesday 28 October 2020

JOB PURPOSE:

Working with the Marketing Manager to develop creative, innovative ideas and concepts to communicate and promote key Students' Union activity such as Freshers' Fair, Student Officer Elections, the Annual Student Survey, Student Officer campaigns and SU sub brand programmes & initiatives.

MAJOR DUTIES:

1. Provide specialist technical knowledge and expertise to develop creative, problem solving concepts for a wide range of SU marketing campaigns and strategic projects to be implemented across a wide range of platforms including print, web, video, social media and other presentation media.
2. Provide independent advice on concept development to internal staff using external suppliers and service providers.
3. Develop top level copy & messaging for key strategic Students' Union campaigns which are rolled out at an institutional level for example the mental health campaign OMNI.
4. Liaise independently with internal staff and Student Officers regarding marketing projects. Interpret their requirements and develop conceptual design solutions to engage with their required target audience.
5. Liaise directly with external suppliers regarding the production of various marketing collateral including, brochures, exhibition stands and outdoor advertising.
6. Contribute to the development of the marketing department by identifying new and improved methods for communicating with the SU's target audience utilising up to date technology, software and equipment.
7. Maintain brand and message consistency across all Students' Union channels including an increased number of SU sub-brands.
8. Ensure high standards are maintained in the quality of graphic design work produced to meet Students' Union needs.
9. Carry out any other duties, which are appropriate to the post as may be reasonably requested by the SU Marketing Manager.

Planning and Organising:

1. Working on multiple projects simultaneously, prioritising own work within a general schedule to meet deadlines and appropriate standards.
2. Contribute towards SU Strategic Planning and the future direction of the SU Marketing team.

Resource Management Responsibilities:

1. Familiarity with using industry-standard hardware and software such as Macs, and Illustrator and InDesign, Photoshop, etc.
2. Ensure that the Graphic Design function of the SU Marketing team is appropriately resourced in relation to specific software and hardware, to optimise the quality of design output.
3. Manage the general maintenance of the graphic design hardware and software and input on purchasing decisions when new equipment / software is required.
4. Work independently to deliver specific projects within budget.

Internal and External Relationships:

1. Work as part of a team within the SU Marketing Department, communicating with staff at all levels and Student Officers on a range of different issues and projects across a broad range of SU departments and services.

2. Liaise and report on a daily basis to the SU Marketing Manager.
3. Communicate with external suppliers and service providers, such as printers, as required.
4. Represent the wider Students' Union marketing. department as required.

ESSENTIAL CRITERIA:
1. NVQ 3, 2 A Levels , ONC/OND, City and Guilds level 3 or equivalent in Graphic Design.
2. At least 3 years' relevant experience in a professional graphic design environment, which will include:
   -Proven track record of the design and production of a wide variety of print and marketing materials for successful, creative marketing campaigns.
   -Experience of and ability to understand, conceptualise and interpret graphic design requirements to meet specific briefs.
   -Experience of full Adobe suite, content management systems and other video/editing software and equipment.
   -Experience of ensuring consistency with corporate brand guidelines including styling and imagery guidelines.
3. Excellent IT Skills and up to date practical experience of relevant software packages including Microsoft Office in a working environment.
4. Experience of a range of social media channels for example Twitter, Facebook instagram and Tik Tok.
5. Knowledge of using Content Management Systems and WIX/similar.
6. Excellent verbal and written communication skills.
7. Experience of presenting creative ideas to colleagues.
8. Flexible, able to multi-task, problem solver, team player, deadline driven, keen attention to detail, able to give and receive feedback.
9. May be asked to work occasional evenings and weekends to meet project deadlines.

DESIRABLE CRITERIA:
1. HND or Degree level in a graphic design subject.
2. Experience of working in the higher education sector and /or designing for the target audience.
3. Experience of presenting to senior organisational staff.