

## ROLE PROFILE

# Graphic & Digital Designer

### Grade

F

### Contract Type

Home Worker 1

Director of People



Head of Comms, Engagement & Marketing



Graphic & Digital Designer



No Direct Reports

### Department

Communications,  
Engagement &  
Marketing



Communications,  
Engagement &  
Marketing

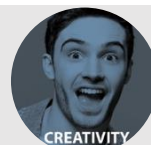
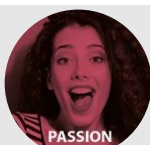
### Role Overview

Production of high quality and engaging marketing, and communications materials for print and digital platforms to support Your Housing Group's regulatory, business, and promotional activities as well as providing expert, specialist support around brand development and management.

## RESPONSIBILITIES

- Produce and deliver on and offline creative, both internally and externally.
- Support with the creation and production of digital and physical artwork (website landing pages, emails, social media advertising, print, banners, brochures, promotional material, signage etc).
- Guarding and adhering to the Group's brand guidelines.
- Produce and prepare print-ready artwork.
- Writing print specifications, confidently liaising with print/production partners whilst looking for value for money.
- Ensure specialist knowledge of the latest developments in print.
- Comfortable with both original conceptual design and interpreting creative direction from team members.
- Employing an 'in-house design agency' mindset to keep to deadlines/timings, updating stakeholders regularly.
- Maintain digital assets database - collect images, videos and meta data.
- Undertake additional duties appropriate to the role and/or grade.

## Our values



Creating more places for people to thrive and be recognised as a sector leading landlord

## STRENGTHS

- ✓ Ability to work to tight deadlines
- ✓ Excellent attention to detail
- ✓ Clear and articulate communication skills, both written & verbal
- ✓ Ability to use Microsoft Word, Excel, PowerPoint
- ✓ Ability to prioritise demanding and varied workload
- ✓ Creative flair, with ability to influence artistic direction of campaigns
- ✓ Strong networking skills
- ✓ Ability to transfer/adapt technical skills to new technology and the development and maintenance of websites

## ESSENTIAL REQUIREMENTS

- ✓ Excellent knowledge HTML & CSS (Hypertext Markup Language) and creating digital content
- ✓ Extensive experience of using Adobe InDesign, Photoshop and Illustrator
- ✓ Experience of brand development and management
- ✓ Extensive continuous inhouse and/or agency experience or within a design environment
- ✓ Relevant diploma (or qualified by experience) in graphic or digital design
- ✓ A clear understanding of how to create online assets for use across multiple devices and online platforms
- ✓ Extensive experience of graphic design & digital work, producing high quality material for a wide range of print and digital platforms
- ✓ Experience of interpreting basic briefs and delivering creative, cost-effective solutions
- ✓ Demonstrable experience of designing corporate publications, newsletters, and digital content for a range of audiences
- ✓ GCSE Maths & English

## BENEFICIAL TO THE ROLE

- ✓ Full UK Driving License & use of a vehicle
- ✓ Knowledge of video editing and production
- ✓ Experience of editing and post-producing video content
- ✓ Experience of taking still photography and video content
- ✓ Educated to diploma level (or equivalent experience) in graphic or digital design.
- ✓ Knowledge of the latest design software technologies, with the ability to adapt to new ones
- ✓ Knowledge of video applications including Adobe Premiere Pro and After Effects