

## ROLE PROFILE

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| <b>Job Title:</b><br>Graphic & Digital Designer | <b>Role Reports to:</b><br>Digital Marketing Business Partner | <b>Business Function:</b><br>Marketing & Comms | <b>Grade:</b><br>F |
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| <b>Job Purpose:</b><br><br>Production of high quality, 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 & management. | <b>Key Competencies:</b><br><br><ul style="list-style-type: none"> <li>• Flexibility &amp; Resilience</li> <li>• Meeting Customer Needs</li> <li>• Interpersonal Understanding</li> <li>• Commercial Focus</li> <li>• Results Focus</li> </ul> |
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| <b>Key Responsibilities:</b><br><ol style="list-style-type: none"> <li>1. Create marketing and communication assets for on and offline including, emails, web pages, brochures, leaflets, posters, social media banners and digital site assets.</li> <li>2. Guarding, adhering and updating Your Housing Group's multiple brand guidelines</li> <li>3. Inputting into team meetings and campaign development</li> <li>4. Producing print-ready artwork</li> <li>5. Writing print specifications and confidently liaise with print/production partners.</li> <li>6. Ensuring specialist knowledge of the latest developments in print and digital design is kept up to date.</li> <li>7. Undertake additional duties appropriate to the role and/or grade.</li> </ol> |
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|                  | Essential   | Desirable  |
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| <b>Knowledge</b> | <ul style="list-style-type: none"> <li>• Fully Mac literate.</li> <li>• Excellent knowledge of Flash and HTML (Hypertext Markup Language)</li> <li>• Knowledge of relevant IT packages, information systems and procedures, ability to adapt/transfer skills to use new technology, development and maintenance of websites, e.g. Microsoft Word, Excel, PowerPoint.</li> <li>• Awareness of competitor brands and industry trends and able to articulate these into new design ideas.</li> <li>• A clear understanding of how to create online assets for use across multiple devices and online platforms.</li> </ul> | <ul style="list-style-type: none"> <li>• Knowledge of the latest design software technologies and able to adapt to new ones as they come along.</li> </ul> |
| <b>Skills</b>    | <ul style="list-style-type: none"> <li>• Ability to work in a pressured environment to tight deadlines and demanding but varied workloads.</li> <li>• Ability to produce and prepare print-ready artwork.</li> <li>• Creative flair to influence artistic direction of campaigns.</li> <li>• Managing own workload and priorities</li> <li>• Excellent attention to detail.</li> <li>• Professional approach to work and work colleagues and an ability to work independently and show initiative.</li> <li>• Strong networking skills.</li> </ul>  |  |

|  | Essential  | Desirable |
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| <b>Experience</b>                            | <ul style="list-style-type: none"> <li>• Extensive experience of graphic design &amp; digital work, producing high quality material for a wide range of print and digital platforms.</li> <li>• Extensive experience of using Adobe InDesign, Photoshop and Illustrator.</li> <li>• Experience of using Flash and or HTML to create digital content.</li> <li>• Experience of brand development and management.</li> <li>• Experience of interpreting basic briefs and delivering creative, cost effective solutions.</li> <li>• Demonstrable experience of designing corporate publications, newsletters and digital content for a range of audiences.</li> </ul> |           |
| <b>Qualifications/Education</b>              | <ul style="list-style-type: none"> <li>• Educated to degree level (or equivalent experience) in an area of graphic or digital design.</li> </ul>   |           |
| <b>People Management Responsibility?</b>     | No line management responsibility  |           |
| <b>Budgetary Responsibility?</b>             | No budgetary responsibility  |           |
| <b>Key Relationships (internal/external)</b> | Wider Marketing & Communications team; Senior Managers and Team Leaders; Project Managers and Project Leaders  |           |



### **Safeguarding of Children Young people and Vulnerable Adults**

Your Housing Group is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff to share this commitment.

As a Your Housing Group employee, it is your responsibility to attend safeguarding training in accordance with YHG safeguarding training strategy and to be aware of and work in accordance with the YHG safeguarding policies and procedures and to raise any concerns relating to such procedures which may be noted during the course of duty.

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| <b>Date Role Profile Created/Updated:</b> | <b>January 2019</b> |
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