

JOB DESCRIPTION

Job Title:	Senior Designer
Department / Unit:	Marketing and Communications
Job type	Full-Time, Fixed-Term, Professional Services
Grade:	RHUL 6
Accountable to:	Creative Operations Manager
Accountable for:	N/A
Purpose of the Post	
<p>The Marketing Group creatively brings to life Royal Holloway’s stories; both to engage and bring in new students and showcase the University on the global stage.</p> <p>The Senior Designer is a key member of Royal Holloway’s in-house design team, responsible for the creation of original visual communication work for student recruitment and reputational purposes across a wide variety of digital and traditional media from concept to completion, working collaboratively and supportively with colleagues in Marketing and Communications as well as across the wider University.</p>	
Key Tasks	
<ol style="list-style-type: none"> 1. Respond plan and deliver creative/innovative, practical and suitably targeted solutions to identified briefs, covering a range of digital and traditional print media for regular and standalone University projects. 2. Produce materials in a wide variety of formats to support student recruitment, marketing and content for internal and external channels. In doing so, work closely and collaboratively with stakeholders as needed to understand requirements. Work efficiently and cooperatively to agreed deadlines whilst maintaining consistently high standards. 3. Operate within the parameters of Royal Holloway’s brand and visual identity at all times, maintaining a consistent style, unless specifically briefed otherwise. 4. Effectively communicate/share ideas and concepts to a range of colleagues and stakeholders, responding positively to feedback to find flexible, practical solutions to any consequent challenges. 	

5. Be a brand champion and recognised subject-matter expert for consistent application of the University's visual identity. This includes implementing brand changes and ensuring guidelines are up to date and accessible for all audiences, and offering constructive, practical advice and support to colleagues.
6. As appropriate, and in conjunction with the Creative Operations Manager, develop ideas that push the boundaries of the University's visual identity to ensure maximum impact is maintained among target audiences.
7. Work in an organised, consistent way with attention to detail to produce material of a consistently high standard to demanding timeframes. Understand and produce work fully compliant with digital and print specifications and requirements.
8. Be known as a subject-matter expert in Adobe Creative Suite design software packages, ensuring continued in-depth knowledge is maintained, attending training and updating skills as required. Mentor and guide other members of the team on software techniques, processes and procedures and share learning regularly.
9. Expand and develop own skills as the work of the team evolves and changes in accordance with the University's digital first approach.
10. Gain an understanding of relevant compliance guidelines, to ensure the University's design output meets our compliance obligations e.g. GDPR in relation to use of imagery, and accessibility regulations. Ensure own work meets these standards and advise colleagues to enable them to do so.
11. Work collaboratively within a small team, assisting colleagues and utilising own expertise for a wide range of projects, including occasionally working with less familiar software. Share learning and experience and work cooperatively, contributing to major projects, in periods of peak demand and to cover absence
12. Be a first point of contact within the team in the Creative Operations Manager's absence, handling, prioritising and allocating tasks during such times as agreed. To include, but not limited to, monitoring workload, ensuring deadlines are adhered to and coordinating work with external suppliers as required.
13.
14. Develop, grow and maintain effective working relationships and networks with key individuals internally.
15. To ensure smooth operations within the team, contribute to the development of, maintain and adhere to prevailing systems, processes and ways of working within the team as determined by the Creative Operations Manager.
16. Maintain an up-to-date knowledge of trends and technologies in the design sector and work closely with colleagues in the Marketing Group to understand objectives and audience behavior trends, combining this knowledge to recommend design solutions accordingly.

17. Support some out-of-hours activities and events, in accordance with the University TOIL policy. This includes, but is not limited to Applicant Visit Days and Open Days.

18. Volunteer time during the working day to support University priorities such as, but not limited to, Graduation and NSS survey completion.

Other Duties

The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the University. The post holder will be expected to undertake other duties as appropriate and as requested by their manager.

The post holder may be required to work at any of the locations at which the business of Royal Holloway is conducted.

Internal and external relationships

The following list is not exhaustive, but the postholder will be required to liaise with:

- Marketing Group: Marketing, ACRM and Digital colleagues
- Internal Communications team
- Events team
- Student Recruitment teams
- IT team
- Finance team
- Academic staff
- Other Professional Services staff
- Relevant external suppliers

PERSON SPECIFICATION

Details on the qualifications, experience, skills, knowledge and abilities that are needed to fulfil this role are set out below.

Job Title: Senior Designer

Department: Marketing and Communications

	Essential	Desirable	Tested by Application Form/Interview/Test
Knowledge, Education, Qualifications and Training			
Degree in graphic/digital design or equivalent relevant professional experience	X		
An understanding of accessibility considerations when producing visual design.	X		
An understanding of GDPR principles	X		
Skills and Abilities			
Ability to demonstrate excellent written and verbal communication skills.	X		
Ability to demonstrate excellent collaborative and persuasive skills and a track record of successful working relationships.	X		
Demonstrable ability to prioritise workloads, use initiative and manage deadlines.	X		
Ability to demonstrate excellent attention to detail and high standards of quality control	X		
Demonstrable commitment to maintaining up-to-date knowledge of industry relevant software.	X		
Demonstrable commitment to maintaining up-to-date knowledge on emerging developments in the design sector and trends in audience behaviour.	X		
Experience			
Experience of static and animated digital design work such as creating digital assets for multimedia and graphics projects including websites, social media channels, emails and digital display advertising.	X		
Experience of traditional design skills such as concept development, typography, branding, colour and multi-page design to a high-level using Adobe Creative Cloud design software (InDesign, Illustrator, Photoshop and Acrobat)	X		
Experience of using and working with Microsoft Office programmes	X		

Experience of managing multiple design projects and prioritising work	X		
Experience of working with print and other suppliers		X	
Other requirements			
Committed to personal development	X		
An understanding of and commitment to the principles of equality, diversity, and inclusion	X		
Ability to work beyond normal working hours when required	X		