

Role Profile

Role	Graphic Designer	Location	Home-based, UK Nationwide
Accountable for	n/a	Accountable to	Senior Graphic Designer
Core Anchor Level	Support	Travel	Occasional
DBS check	No	Salary Grade	Circa £30,400 per annum (inner London weighting £3,950 per annum or outer London weighting £2,457 per annum may be applied in accordance with where you live) D
Contract Type	12-month fixed term contract - Maternity cover	Hours	35 hours

Overall purpose and impact	
This role delivers cost-effective, impactful branded content and creative, individually and through external suppliers as appropriate. The impact of this role is increased audience reach and engagement, financial savings, and a stronger, more consistent charity profile, message, voice, all achieved through effective content and creative production and efficient use of external support.	
Responsibilities	Measured through delivery of
Competencies modelled at relevant level	Annual objectives; 360 feedback
Provide a professional graphic design service, working to briefs on a wide range of print and online design projects	Team charter; Directorate charter; Annual objectives
Supports delivery and evaluation of content strategy. Works with content and creative teams to ensure briefs are met to time and to budget, to maintain high quality standards.	Team charter; Directorate charter; Annual objectives

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Supports Senior Graphic Designer to deliver an end-to-end commissioning process that meets agreed SLAs including client satisfaction, budget and time.	
Support Senior Graphic Designer to coordinate freelance and creative agency support as a central resource.	
Support timely delivery of high quality materials including through production of print specs for quotes, management of print jobs, uploading artwork to ensure our Digital Asset Management system is up to date.	Team charter; Directorate charter; Annual objectives
Supports brand stewardship to protect and promote the reputation of the Stroke Association and brand implementation that creates a coherent experience for our audiences.	Team charter; Directorate charter; Annual objectives
Maintain good knowledge of design and content practices and campaigns in the sector, to deliver impactful innovations.	Team charter; Directorate charter; Annual objectives

Person Specification – below is listed all of the essential / minimum criteria for the role

1. Experience of designing a variety of materials, to brief, from initial concept to final print ready artwork.
2. Experience of creating artwork that meets the requirements of the agreed creative brief and adheres to brand guidelines.
3. Experience of working with external contractors, to deliver on time and to budget.
4. Experience of designing online materials/graphic elements.
5. Strong Adobe Creative Suite skills (InDesign, Illustrator, Adobe Acrobat, Photoshop).
6. Ability to demonstrate creativity and an excellent eye for composition and typography (to be shown through portfolio examples).
7. Ability to communicate design ideas and advise on format options, including to non-designers.
8. A sound grasp of good design principles, clear print guidelines, and print production and finishing processes
9. Experience of evaluating creative work and delivering recommendations against others' feedback.
10. Excellent communication skills, written and verbally.

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11. Ability to prioritise workload, manage multiple projects and to deliver against set objectives.
12. Ability to be flexible and resourceful and take a proactive, cost-effective approach to problem solving.
13. Excellent attention to detail.
14. To be committed to the principles of equal opportunities and diversity.
15. To have an understanding of stroke.