

| Job Title | Range ¹ | Development Route | Duties | Level A (Developing) | Level B (Practising) | Level C (Accomplished) |
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| Junior Graphic Designer | Range 4 | Qualification 1 years industry experience | To deliver first class creative graphic, multimedia, digital and offline design for internal and external clients to enable the council to meet its objectives. | Salary: £31,283 | Salary: £34,233 | Salary: £37,181 |
| | | | | Required for this level (in addition to all previous levels) | In addition to level 4A | In addition to levels 4A and 4B |
| | | | <p>Help ensure the council's brand and sub-brands are delivered consistently across all media.</p> <p>To liaise with internal clients and suppliers and work as part of a cross-disciplinary project team to deliver multimedia, digital and offline creative design.</p> | <p>Qualifications</p> <ul style="list-style-type: none"> • Qualified to degree level (or equivalent) in graphic or multimedia design. • Full valid driving license for use in the UK and access to own transport for work purposes <p>Knowledge</p> <ul style="list-style-type: none"> • Knowledge of basic print production techniques and finishes. • Knowledge of a variety of digital marketing channels. • Awareness of latest graphic design trends and styles. • Know how to check print orders and proofs. • A good knowledge of photography and illustration, how to choose, crop and edit images and what makes a good photograph. | <p>Qualifications</p> <ul style="list-style-type: none"> • Keep up to date with new design and media platforms, software and industry design developments • Have attended industry relevant training courses or self-learning <p>Knowledge</p> <ul style="list-style-type: none"> • Commitment to equality and diversity, accepting differences and treating everyone fairly. Knows how to produce designs that reflect people's diversity and are accessible for all residents. • Knowledge of more specialist print production techniques and finishes. • A developing knowledge of the structure, regulations, and policies of the public sector. • A developing knowledge of Medway's geography, attractions and facilities. • Be knowledgeable of signage types, production processes and materials. • Basic knowledge in data protection laws and regulations relevant to communications, such as GDPR (in | <p>Qualifications</p> <ul style="list-style-type: none"> • Have attended advanced industry relevant training courses and continued self-learning <p>Knowledge</p> <ul style="list-style-type: none"> • A developing knowledge of the structure, regulations, and policies of the public sector, including knowledge of public procurement. • Know how to create signage specifications, gather quotations liaising with external contractors and produce print-ready artwork for production. • Good understanding of accessibility standards and relevant policies and initiatives on and offline. • An in depth knowledge of branding across the council including partner and sub-brands. |

¹ Salaries accurate as of financial year 2024/25

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| | | | | <p>Europe) and data privacy laws applicable to the public sector.</p> <ul style="list-style-type: none"> • A good knowledge of the council brands and style guide. • Be knowledgeable of the council's social media channels and how to produce effective graphics for each one. • Knows how to commission print externally and how to request PO numbers. • Is confident using the council's filming and video equipment. <hr/> <p>Experience</p> <ul style="list-style-type: none"> • One to two years demonstrable workplace experience of high-quality delivery for graphic design for printed materials, filming / editing video content and / or web digital design. <p>Skills</p> <ul style="list-style-type: none"> • IT literate with a working knowledge in the use of Adobe Creative Cloud software - predominantly InDesign, Illustrator and Photoshop, appropriate video software and Microsoft Word, Excel, Outlook, Teams. • Proficient skills within a wide range of digital and print materials including but not limited to advertisements (offline and online) marketing collateral (brochures, leaflets, | <ul style="list-style-type: none"> • A good knowledge of Medway's geography, attractions and facilities. • Knows and can demonstrate how to output accessible design work for the council's website. <p>Experience</p> <ul style="list-style-type: none"> • 18 months satisfactory performance at level 4A. • Experience of following the council procurement process for print buying. • Experienced at commissioning print externally and liaising with external suppliers. • Experienced and capable of taking good photography and film footage for use by the council's Communications Team. <p>Skills</p> <ul style="list-style-type: none"> • Starting to demonstrate the ability to deal with considerable levels of work-related pressure, for example from deadlines, interruptions or conflicting demands. • Show strong creative skills and solutions in a variety of areas such as branding, creative and corporate design, video animation etc. • Good typographical skills. • Ability to learn new techniques for creative solutions. • Able to create accessible documents across all council work. | <p>Experience</p> <ul style="list-style-type: none"> • 18 months satisfactory performance at level 4B • Extensive proven experience in dealing with internal / external clients, suppliers and creative professional services. <p>Skills</p> <ul style="list-style-type: none"> • Demonstrates the ability to deal with considerable levels of work-related pressure, for example from deadlines, interruptions or conflicting demands. • To work independently and on own initiative to run projects from initial brief to successful completion within time and budget. • Excellent typographical skills. |
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| | | | | <p>exhibitions) social media content and website graphics.</p> <ul style="list-style-type: none"> • Able to design creative solutions and ideas to solve a wide range of design briefs to enable our clients to meet their business objectives whether they are revenue generating, behaviour changing or influencing and informing. • Willingness to learn or be able to create accessible documents across all council work. • Able to follow a brief or storyboard for the delivery of video content including editing, titling and other post-production. Know how to output these to a variety of channels such as social media and video screens in public places. • Good communication skills and ability to explain design concepts to colleagues. • Produce designs suitable for target audience identified by the Marketing Team. • Ability to manage time effectively, often working under pressure at a fast pace to meet deadlines. Any concerns are raised with the graphic/senior designer if deadlines may not be met at the earliest opportunity. • Create print specifications/gather quotations. • Able to produce print and screen-ready artwork. • Learn to use the design teams work database software (4d) to be able to use the basic functions for logging jobs, creating parts, creating print specifications, generating quotes | <ul style="list-style-type: none"> • Ability to plan own workload whilst managing several projects. • Support Marketing Team with a variety of different concepts for various target audiences. • Is proficient in 4d and able to use all the regular day-to-day functions to support their design work. • Knows and demonstrates how to buy print correctly using the council's print framework and achieve best value. • Is able to support with populating the council's photo library, choosing photos to upload and helping to monitor and remove old content. • Is able to help present and explain ideas to members of the wider council when needed. • Is proficient in use all of the required Adobe packages. | <ul style="list-style-type: none"> • Able to enhance video with animation and produce short animations for social media. • Is able to independently deal with issues to do with print, deadlines or artwork, always keeping the graphic/senior designer aware and managing the expectations of the wider comms team. • Has a more advanced knowledge of the adobe creative suite, enabling work to be produced more efficiently or to produces more complex visuals. Keeps up to date with the latest features. • Is confident in taking successful photos and video footage and is able to suggest locations and creative direction, taking the initiative on how and what to shoot. |
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| | | | | <p>and building estimates, requesting orders. Reports any problems with the software to the senior designer.</p> <ul style="list-style-type: none">• Learn to archive completed work correctly using the 4d G reference number.• Able to source and purchase stock illustration from online sources such as Shutterstock and ability to edit to solve design briefs.• To work independently and on own initiative.• Is able to work in a polite and professional manner with colleagues and suppliers.• Is able to follow a design brief and raise and queries with the client.• Willingness to learn to use the council's photographic and video equipment and perform basic filming and photographic jobs. | | |
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