

Job Description

Job title	Junior Graphic Designer
Directorate	BUSINESS : Business Support
Division	Communications Team
Range	MPR 4
Reports to	Graphic Designer

Main purpose of the job:

To deliver first class creative graphic, multimedia, digital and offline design for internal and external clients to enable the council to meet its objectives.

Help ensure the council's brand and sub-brands are delivered consistently across all media.

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.

Liaise with stakeholders in a way that promotes the [One Medway Council Plan](#) and embeds our [values and behaviours](#).

Accountabilities and outcomes:

To take design briefs and deliver first class creative ideas and solutions.

Use a wide range of digital tools to maintain an effective workflow and ensure delivery on time and to budget.

Follow the council procurement process for print buying.

Support the finance team in ordering collateral and services and checking invoices.

Adhere to design guidance of the council's style across all media. Work closely with the marketing team to maintain a cohesive and unified identity across all campaigns.

To be able to act as official photographer and videographer for council events.

To produce videography films for use in all council communications both corporate and service led.

Stay abreast of developments in the world of on and offline design.

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To work commercially at all times whilst working on multiple projects and meeting deadlines.

To be able to support the members of the Communications Team at official events providing multimedia support where needed.

Supply images to the photo library for both Communications Team, Medway Council and stakeholders. Ensure all images comply with data protection laws and regulations, such as GDPR (in Europe) and data privacy laws applicable to the public sector.

Active contribution to ensuring that service performance targets are met.

At the discretion of the Head of Service, such other activities as may from time to time be agreed consistent with the nature of the job described above.

Key Corporate Accountabilities:

To work with colleagues to achieve service plan objectives and targets.

To understand and actively keep up to date with GDPR responsibilities, including completing regular refresher training.

Safeguarding is everyone's responsibility: all employees are required to act in such a way that safeguards the health and well-being of children and vulnerable adults.

As a corporate parent, all council employees are responsible for ensuring the well-being and positive outcomes of Medway's care-experienced children and young people.

To participate in the Performance Appraisal process and contribute to the identification of own and team development needs utilising the Career Progression Framework.

Work in accordance with the Equality Act 2010 and the Public Sector Equality Duty to eliminate unlawful discrimination, harassment and victimisation. Promoting equality of opportunity, fostering good relations and improving the quality of life and opportunities for everyone living and working in Medway.

To ensure full compliance with the Health and Safety at Work Act 1974, the Council's Health and Safety Policy and all locally agreed safe methods of work.

To fully understand and be aware of the commitment to the duty under Section 17 of the Crime and Disorder Act 1998 to prevent crime and disorder.

Promote the Medway Carbon Neutral by 2050 commitment; supporting the Council action plan to ensure we play our part in addressing the climate emergency.

Medway Council is a Category One responder in relation to the Civil Contingencies Act (2004) and as a result all staff working for the Authority may be asked to carry out Category One response duties or stand into the role of another member of staff who is responding to a Major Civil Incident.

Organisation:

This role reports to the Graphic Designer

The post holder will not be required to line manage others but may be required to direct, coordinate or train other employees.

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The post holder will be required to liaise with all stakeholders both internal and external to the organisation.

Working Style:

HYBRID - a flexible working arrangement whereby an employee can undertake their work either in the office and/or partially or mainly from home on a temporary or permanent basis.

Person specification

All criteria at level A are considered essential unless stated otherwise.

Qualifications

Level A

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

Level B (in addition to level A criteria)

Keep up to date with new design platforms, software and industry design developments.

Have attended industry relevant training courses or self-learning

Level C (in addition to levels A and B)

Have attended advanced industry relevant training courses and continued self-learning

Knowledge

Level A

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.

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Level B (in addition to level A criteria)

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 Europe) and data privacy laws applicable to the public sector.

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.

Level C (in addition to levels A and B)

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.

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.

Experience

Level A

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.

Level B (in addition to level A criteria)

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.

Level C (in addition to levels A and B)

18 months satisfactory performance at level 4B

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Extensive proven experience in dealing with internal / external clients, suppliers and creative professional services

Skills

Level A

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, exhibitions) social media content and website graphics.

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 and building estimates, requesting orders. Reports any problems with the software to the senior designer.

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.

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Willingness to learn to use the council's photographic and video equipment and perform basic filming and photographic jobs.

Level B (in addition to level A criteria)

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.

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.

Level C (in addition to levels A and B)

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.

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..
