

Job Title Senior Designer
Key focus of the role The Senior Designer connects and relay the strategic leadership and thinking of the Senior Creative Manager with our design resources. The role is responsible for bringing our brand to life and driving creative excellence in design, across print and digital platforms. They influence and inspire our in-house designers, freelancers and agencies to ensure all projects are delivered on time and to a consistently high standard, are on brand and within budget. The Senior Designer is an excellent all-rounder working with colleagues across the charity to take a range of projects through from concept to completion and support the ongoing improvement of the way our design function works.
Key deliverables <ul style="list-style-type: none"> Proactively support the Senior Creative Manager in managing the overall designers' capacity and in providing creative leadership. Ensure all designs delivered by the team are effective, of excellent quality, and adhere to our brand guidelines and house style. Act as a Brand champion for the organisation.
Contractual information <ul style="list-style-type: none"> Contract type: Permanent Hours: 35 hours (full-time) Pay range: Band 5
Key working relationships internal All teams and directorates within Diabetes UK
Key working relationships external Freelancers, agencies, various suppliers and contractors, as well as event venues and other charities

Directorate and team
This role sits in the Brand and Creative team in the Engagement and Fundraising Directorate

Job and reporting Line

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    EF[Engagement and Fundraising] --> BC[Brand and Creative]
    EF --> MC[Marketing and Communications]
    EF --> EP[Engagement and Partnerships]
    BC --> SCMS[Senior Creative Manager]
    SCMS --> SD[Senior Designer]
    SCMS --> CA[Creative Assistant]
    SCMS --> SCM[Senior Creative Manager]
    SCMS --> SBM[Senior Brand Manager]
    SD --> D1[Designer]
    SD --> D2[Designer]
    SD --> D3[Designer]
    SD --> FTC[FTC Designer]
    SCM --> CW[Copywriter]
    SCM --> VP[Video Producer]
    SCM --> AVP[Asst Video Producer]
    SBM --> BM[Brand Manager]
    SBM --> BE[Brand Executive]
  
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All jobs at Diabetes UK are based on our competency framework called the **What-How Framework**. In the following sections we've listed:

- the key activities you'll undertake (**the What**) and
- the skills, knowledge, experience and behaviours you need to be successful in this role (**the How**).

When applying, focus on the bullet points that are **bold and marked with (S)** only. We will use these elements for shortlisting purposes.

Key activities – What you need to do

Setting & delivering strategy & objectives	Managing resources	Collaborating with others	Improving delivery
<p>1. Ensure all design outputs adhere to our brand guidelines and house style and are of the highest standard, supporting the Senior Creative Manager in raising the quality standard of work and profile of our Creative team within Diabetes UK. Also ensure that our work is in line with the defined outcomes and our strategic objectives. (S)</p> <p>2. Proactively communicate and report on designers' capacity to the Senior Creative Manager and work closely with them to support efficiency of our service. (S)</p> <p>3. Deliver and inspire excellent design for a range of outputs including but not limited to fundraising and marketing materials, information products, magazines, policy reports and</p>	<p>5. Line manage the in-house and temp designers, oversee their workload, support them in managing conflicting priorities and help them to resolve tensions. (S)</p> <p>6. Oversee the production schedule and associated project plans and schedules; ensuring progress and momentum across all briefs and projects, flagging risks with the Senior Creative Manager when necessary.</p> <p>7. Provide creative direction to designers within briefs. Support the creative growth of the team and inspire them to push themselves creatively and embrace change.</p> <p>8. Project manage own assigned design jobs from conception to</p>	<p>9. Build strong and effective internal relationships with colleagues and teams across the charity to help communicating and supporting our team processes and ways of working. (S)</p> <p>10. Work closely with the Marcomms team to creatively and accurately interpret briefs.</p> <p>11. Work with project owners in all teams to provide expertise and guidance on the most appropriate formats for printed and digital creative outputs. Ensuring that they are in line with their defined outcomes and our strategic objectives.</p> <p>12. Plan, brief and art direct photoshoots and provide guidance to internal clients on</p>	<p>13. Provide expert print knowledge when required relating colour management, paper types and printing processes.</p> <p>14. Ensure all files are collected, made web/print ready as appropriate and filed and archived in a consistent manner.</p> <p>15. Keep up-to-date on the latest digital and print design and production developments and software updates. (S)</p> <p>16. Manage relationships with suppliers to ensure outputs are delivered on time, within budget, and to a consistently high standard.</p>

<p>campaign materials, social media and website. (S)</p> <p>4. Act as a brand guardian and brand champion for the organisation.</p>	<p>delivery, ensuring projects are delivered on time and within budget.</p>	<p>use of photography to ensure high standards and a strong bank of on-brand imagery.</p>	
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Skills, knowledge and behaviours – How you need to do it

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Setting & delivering strategy & objectives	Managing resources	Collaborating with others	Improving delivery
<p>1. Support creative leadership of the Senior Managers, by demonstrating a proactive and collaborative attitude, a strong creative direction and hands on digital/print design and creative skills. (S)</p> <p>2. Provide expert feedback and guidance, researching sources of creative inspiration and encouraging peer-to-peer review.</p> <p>3. Show solid brand knowledge acquired working across various design fields to complement our strengths with some focus on business-led creative thinking. (S)</p> <p>4. Always put people living with diabetes first.</p>	<p>5. Oversee the performance of designers and ensure high quality creative output.</p> <p>6. Oversee the designers' and own workload and production schedule ensuring a high volume of print and digital products are delivered on-time, to high standards, on brand and on budget. (S)</p> <p>7. Work under pressure, to meet deadlines, work as part of a team and lead and support other designers in doing so.</p>	<p>8. Prioritise flawless and proactive communication with own line manager, being united in the aim of optimising service efficiency, preventing blockages and tackling issues before they escalate.</p> <p>9. Build strong working relationships across the charity and have highly effective communication, influencing and interpersonal skills.</p> <p>10. Work independently while still keeping a strong team ethos and taking initiative in updating colleagues and managers. (S)</p> <p>11. Work with freelancers, agencies and external suppliers and contractors as necessary.</p>	<p>12. Raise the quality and efficiency of our design output and proactively support on the ongoing improvement of the way we work.</p> <p>13. Have good proficiency with Adobe Creative applications and also be experienced with Microsoft Office. (S)</p> <p>14. Knowledgeable about print design processes and experienced in delivering for final artwork. (S)</p> <p>15. Knowledgeable about digital design and experienced in delivering across various digital platforms. (S)</p>

Qualifications – Qualifications you need to carry out this role

N/A