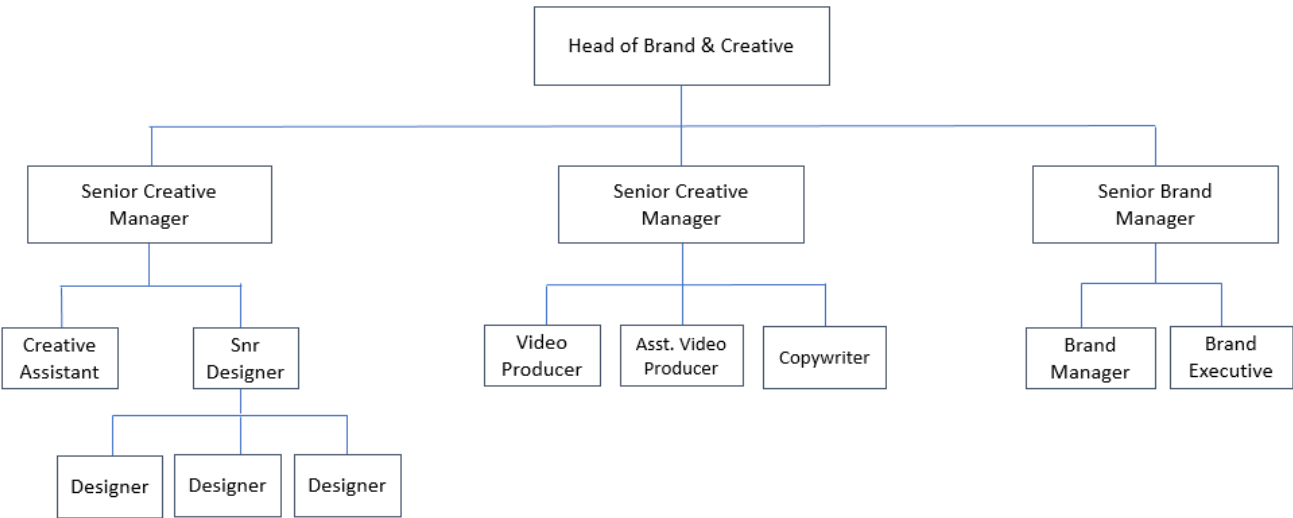


Multi-channel Designer

DIRECTORATE:	Engagement and Fundraising
SECTION:	Brand and Creative
REPORTING TO:	Senior Designer
LINE REPORTS:	None
CONTRACT:	Permanent

BRAND & CREATIVE TEAM:



WORKING RELATIONSHIPS:

Inside Diabetes UK
All teams and directorates within Diabetes UK
Outside Diabetes UK
Freelancers, agencies, print suppliers, event venues and other charities

OVERALL PURPOSE OF THE JOB

As a Designer you are responsible for bringing our brand to life and driving creative excellence in design, across print and digital platforms. With first class design skills and knowledge, you will ensure all projects are delivered on time, to a consistently high standard, are on brand and within budget. You will be an excellent all-rounder working with colleagues across the charity to take a range of projects through from concept to completion.

MAIN DUTIES AND RESPONSIBILITIES:

- Deliver excellent design for a range of outputs including but not limited to: fundraising and marketing materials, information products, magazines, policy reports and campaign materials, social media and website.
- Ensure all design outputs adhere to our brand guidelines and house style.
- Act as a Brand Guardian and Brand Champion.
- Lead on creative design projects assigned to external agencies and free-lancers.
- Adhere to internal processes and proactively suggest improvements where appropriate.
- Review and provide feedback and approval of freelancers' artwork at relevant stages in the project schedule.
- Project manage own assigned design jobs from conception to delivery, ensuring projects are delivered on time and within budget. Create, oversee and manage associated schedules, approvals and feedback.
- Build strong and effective internal relationships with colleagues and teams across the charity to help embed processes and ways of working.
- Work with project owners in all teams to provide expertise and guidance on the most appropriate formats for print and digital creative outputs. Ensuring that they are in line with their defined outcomes and our strategic objectives.
- Work closely with the Marcomms team to creatively and accurately interpret briefs.
- Manage relationships with suppliers to ensure outputs are delivered on time, within budget, and to a consistently high standard.
- Plan and art direct photoshoots and provide guidance to internal clients on use of photography to ensure high standards and a strong bank of on-brand imagery.
- Provide expert print knowledge when required relating colour management, paper types and printing processes.
- Keep up-to-date on the latest digital and print design and production developments and software updates.
- Ensure all artwork files are collected and made web/print ready as appropriate. Then filed and archived in a consistent manner.

PERSON SPECIFICATION:

The best person for this job will be able to:

- Design for both digital platforms and print materials, showing creative flair and clear rationale and insight.
- Work within brand guidelines whilst challenging and developing the brand.
- Show a highly creative and well thought through portfolio.

The best person for this job will have experience in:

- Delivering innovative creative that has proven impact.
- Taking digital and print projects through from concept to delivery.
- Managing a range of projects at any one time, ensuring they are delivered on-time, on brand, on budget and to a high standard.
- Managing projects and the production of complex multi-channel project schedules.
- Working with freelancers, agencies and external suppliers and contractors.
- Adobe Creative Cloud and be proficient in Microsoft Office.
- Print design processes.

The best person for this job will be:

- Qualified to degree level, ideally in design or a related subject.
- Creative and confident, valuing innovation and paying close attention to accuracy and detail.
- Well-organised, proactive, have strong project management skills and be able to prioritise their own work.
- Able to work under pressure, to meet deadlines and work as part of a team.
- Great at building strong working relationships across the charity and have highly effective communication, influencing and interpersonal skills.
- Able to work independently with limited supervision but also as part of a team.
- Resilient, with experience of managing competing demands and deadlines.