

DiABETES UK
KNOW DIABETES. FIGHT DIABETES.



MULTI-CHANNEL DESIGNER

WHO WE ARE

For nearly 5 million people with diabetes in the UK, there's no day off. At Diabetes UK, we fight day in, day out for better care, treatment and support. We won't stop until diabetes can do no harm. With more people than ever living with diabetes and millions more at risk of developing type 2, our work has never been more needed.

We can't do any of this without you. Our staff are passionate and determined about helping everyone affected by diabetes. For over 85 years, they've been behind vital policy changes, as well as new treatments and technologies to make living with diabetes easier every day. But there's more to do. And you can be part of it.

We're a really diverse bunch and we recognise and respect your value as an individual.

As well as helping people with diabetes, you'll be part of one of the top 30 Best UK Charities to Work For, and one of the top 75 Best Large Companies in London.

We're committed to protecting and promoting the welfare of children and adults at risk, and we need our staff and volunteers to support this.

Our vision is a world where diabetes can do no harm. Join us today, and together, we can make that a reality.



JOB DESCRIPTION

Role title: Multi-channel Designer

Contract type: Full time

Hours: 35 hours per week

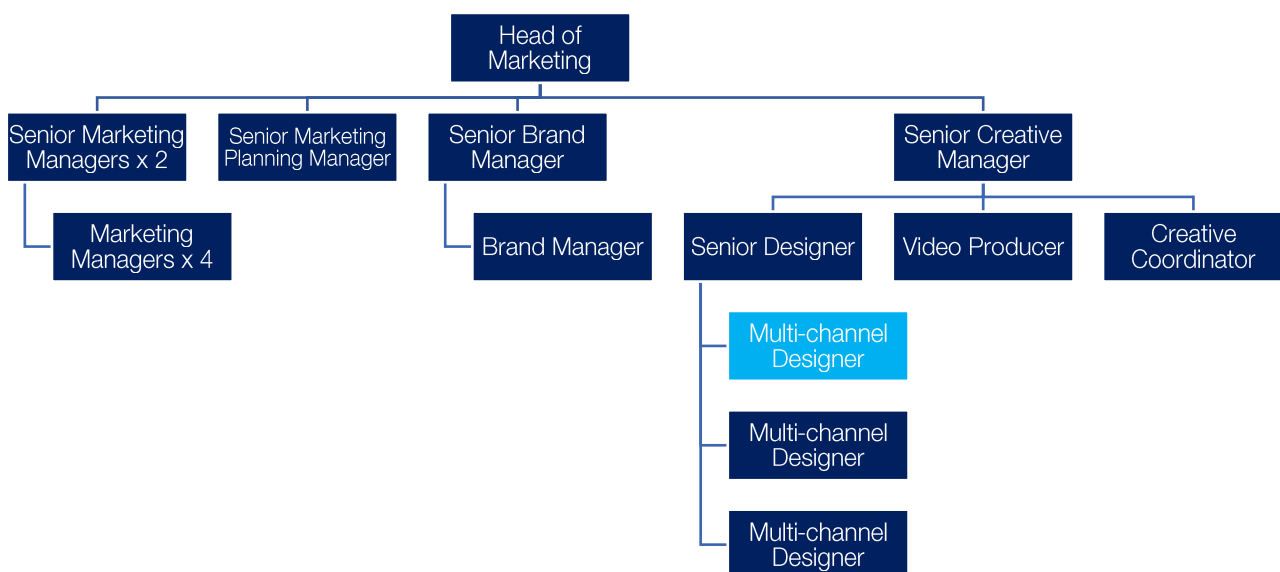
Band: 6

Key relationships (internal and external): All teams and directorates within Diabetes UK plus freelancers, agencies, various suppliers and contractors, as well as event venues and other charities.

Key focus of the role: The role of Designer in the Marketing team delivers creative solutions to a wide range of briefs for all areas of the organisation. The Designer is responsible for driving creative excellence in design, across multiple platforms and projects, and for bringing our brand to life. The role entails liaising with numerous colleagues and stakeholders to deliver projects on schedule, on brand and within budget to a consistently high standard.

Directorate and team

This role sits in the [Marketing Team](#) in the [Engagement and Fundraising Directorate](#)



Main responsibilities

You will work both collaboratively and independently to deliver high quality design work for a range of outputs including publications, reports, digital assets, animations, illustrations, marketing and campaign materials, fundraising collateral, and brand refresh rollout projects. You will act as a guardian and a champion for the Brand, ensuring all design outputs adhere to our brand guidelines and house style. You will liaise with colleagues and stakeholders from all areas of the organisation to deliver high standard work on schedule, on brand and within budget.

Person specification

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)

You will be able to:

- Deliver high quality design work for a range of outputs including publications, reports, animations, illustrations, digital assets, marketing and campaign materials, fundraising collateral, and brand refresh rollout projects.
- Ensure all design outputs adhere to our brand guidelines and house style and are in line with their defined outcomes and our strategic objectives.
- Act as a brand guardian and brand champion for the charity.
- Project manage own assigned design jobs from conception to delivery, ensuring projects are delivered on time and within budget.
- Work closely with teams to creatively and accurately interpret briefs.
- Create, oversee and manage associated schedules, approvals and feedback.

- Work with project owners in all teams to provide expertise and guidance on the most appropriate formats for printed and digital creative outputs.
- Build strong and effective internal relationships with colleagues and teams across the charity to help embed processes and ways of working.
- Manage relationships with suppliers to ensure outputs are delivered on time, within budget, and to a consistently high standard.
- Plan, brief 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.
- Ensure all files are collected, made web/print ready as appropriate and filed and archived in a consistent manner.
- Always put people living with diabetes first.

You will have experience in:

- Creating concepts and artwork for both digital and print, showing creativity and demonstrating clear rationale and insight.
- Working within brand guidelines whilst challenging and developing a brand.
- Delivering innovative creative that has proven impact.
- Working under pressure, to meet deadlines and work as part of a team.
- Managing a range of projects at any one time, ensuring they are delivered on-time, on brand, on-budget and to a high standard.
- Working independently with limited supervision and as part of a wider team.
- Working with freelancers, agencies and external suppliers and contractors.

You will have skills in:

- A highly creative and well thought through portfolio.
- Excellent proficiency with Adobe Creative applications including Adobe Photoshop, InDesign, Illustrator and After Effects.
- Creative ideation and presentation of creative ideas and concepts.
- Strong prioritisation and project management skills.
- Highly effective communication, influencing and interpersonal skills which will allow you to build strong working relationships across the charity.
- Animation and illustration.
- Working with Microsoft Office including Outlook, Teams, Word and PowerPoint.

You will have knowledge:

- Print design processes including colour management, paper types and how to export print-ready final artwork.
- Knowledgeable about digital design and experienced in delivering across various digital platforms including websites and social media channels.
- Keep updated with the latest digital and print design trends, production developments and software updates.

The best person for this job will be (behaviours):

- Well-organised and proactive.
- Approach all work with a positive attitude and patience.
- Confident in putting forward and expressing creative ideas.
- Careful attention to detail.
- Happy to give and receive creative feedback.
- Friendly and team orientated.

Qualifications/professional membership (if applicable):

N/A

BENEFITS

We know you do more than just work. And that means you might be a parent, carer, friend, volunteer or partner.

We want to make sure that we can help you create a good balance between work and the other parts of your life.

And one way we do that is with the benefits we offer you.



Annual Leave

We want to make sure you get time off to rest and relax. So, all full-time permanent employees get 25 days off a year, with bank holidays on top of this.



Connected Working

We have adopted a 'connected working' way of working. This means that, for most roles, you are not required to work in an office location every day.



Pension

We enrol everyone into our pension, and all new colleagues joining us will get information on the pension scheme. We make an employer contribution of at least 5%.



Healthcare

Our cash healthcare plan allows you to claim back the cost of regular health appointments and treatment, like the dentist and optician.



Learning and Development

We help you to continually develop and achieve your careers goals, including offering a wide range of training, which happens throughout the year.



Gym membership

We have a gym membership discount through our cash healthcare provider. You can use this at a wide variety of gyms around the UK.

Get in touch

Email recruitment@diabetes.org.uk

Call **0345 123 2399**

Visit diabetes.org.uk

Search **Diabetes UK** on Facebook, Twitter, YouTube and Instagram

