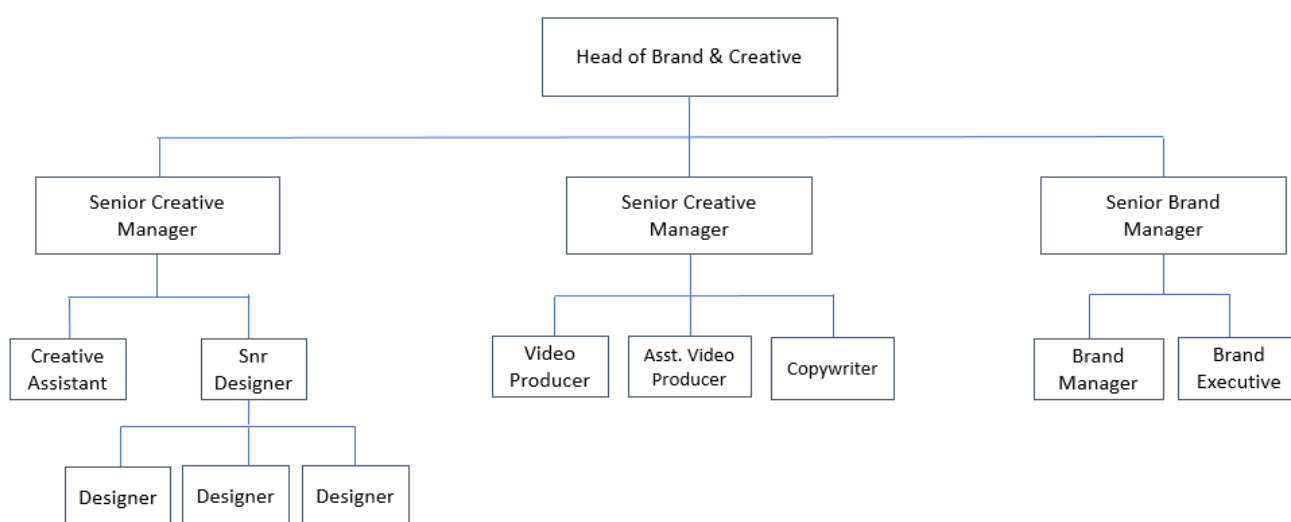


Senior Designer

DIRECTORATE:	Engagement and Fundraising
SECTION:	Brand and Creative
REPORTING TO:	Senior Creative Manager
LINE REPORTS:	3x Designers
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

The Senior Designer is 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 influence and inspire our designers – staff, freelance and agency – to 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 and lead on the ongoing improvement of the way our design function works.

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 outputs are of the highest standard, supporting the Senior Creative Managers in raising the quality of work and efficiency of our design team.
- Line management of 3 Designers.
- Provide creative direction to designers within briefs. Support the creative growth of the team and inspire them to push themselves creatively and embrace change.
- Ensure all design outputs adhere to our brand guidelines and house style.
- Support on-going creative development of, and adherence to, the brand guidelines with support from the Brand team. Act as a Brand Guardian and Brand Champion.
- Oversee creative process – identifying opportunities and challenges, and delivering improvements to existing ways of working through the team, ensuring they are simple, clear and concise.
- Oversee designers' and freelancers workloads and manage the 'to assign' meetings. Support them in managing conflicting priorities and help them to resolve tensions.
- Oversee the production schedule and associated project plans and schedules; ensuring progress and momentum across all briefs and projects, flagging risks with Senior Creative Managers when necessary.
- Review designers' artwork at relevant stages in the project schedule and be accountable for sign-off (where appropriate).
- Project manage own assigned design jobs from conception to delivery, ensuring projects are delivered on time and within budget.
- 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 printed 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.

PERSON SPECIFICATION:

The best person for this job will be able to:

- Show creative leadership, with strong creative direction and hands on digital/print design and creative skills.
- Provide expert feedback and guidance, researching sources of creative inspiration and encouraging peer-to-peer review.
- Show solid brand knowledge possibly acquired working across various design fields including agency/commercial to complement our strengths with some focus on business-led creative thinking.
- Oversee the performance of designers and end ensure high quality creative output.
- Oversee the designers' workload and a production schedule ensuring a high volume of print and digital products are delivered on-time, to high standards, on brand and on budget.

- Raise the quality and efficiency of the design team and lead on the ongoing improvement of the way we work.
- 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.
- Developing and implementing effective cross-department processes.
- Working with freelancers, agencies and external suppliers and contractors.
- Adobe Creative Cloud and be proficient in Microsoft Office.
- Print design processes.
- Line management and stakeholder management.

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.
- Resilient, with experience of managing competing demands and deadlines.