

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

- 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

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

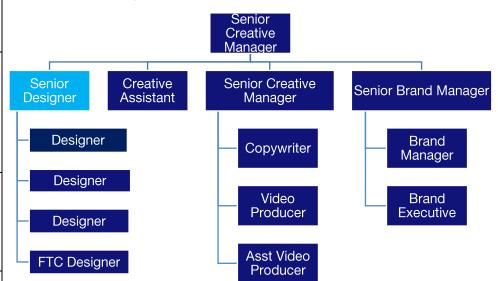
Freelancers, agencies, various suppliers and contractors, as well as event venues and other charities

Directorate and team

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



Job and reporting Line





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
to our brand of house style at highest stand Senior Creativ	lard, supporting the ve Manager in	5. Line manage the in-house and temp designers, oversee their workload, support them in managing conflicting priorities and help them to resolve	9. Build strong and effective internal relationships with colleagues and teams across the charity to help communicating and supporting our team	13. Provide expert print knowledge when required relating colour management, paper types and printing processes.
work and pro team within D ensure that o with the defin	rality standard of file of our Creative Diabetes UK. Also ur work is in line ed outcomes and objectives. (S)	tensions. (S) 6. Oversee the production schedule and associated project plans and schedules; ensuring progress and momentum across all briefs and projects, flagging	processes and ways of working. (S) 10. Work closely with the Marcomms team to creatively and accurately interpret briefs.	14. Ensure all files are collected, made web/print ready as appropriate and filed and archived in a consistent manner.15. Keep up-to-date on the latest
report on des	ommunicate and signers' capacity to eative Manager and	risks with the Senior Creative Manager when necessary.	11. Work with project owners in all teams to provide expertise and guidance on the most	digital and print design and production developments and software updates. (S)
support efficie (S)	ency of our service.	7. Provide creative direction to designers within briefs. Support the creative growth of the team and inspire them to push	appropriate formats for printed and digital creative outputs. Ensuring that they are in line with their defined outcomes and our	16. Manage relationships with suppliers to ensure outputs are delivered on time, within budget,
design for a r	spire excellent ange of outputs	themselves creatively and embrace change.	strategic objectives.	and to a consistently high standard.
		8. Project manage own assigned design jobs from conception to	12. Plan, brief and art direct photoshoots and provide guidance to internal clients on	



campaign materials, social media and website. (S)	delivery, ensuring projects are delivered on time and within budget.	use of photography to ensure high standards and a strong bank of on-brand imagery.	
4. Act as a brand guardian and brand champion for the organisation.			



Skills, knowledge and behaviours – <u>How</u> you need to do it

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

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

Qualifications – Qualifications you need to carry out this role

N/A