

## Graphic Designer

Generic title	Assistant
<b>General Description</b>	<p>A creative technical or functional support role expected to support closely on defined tasks within company procedures and industry standards. The person will receive instruction, tasks and guidance from a more senior manager, and will be expected to work independently to conduct research or liaise with internal client &amp; contacts.</p> <p>In operations they will support or lead appropriately on specific creative regional or national projects or campaigns to benefit the business objectives</p> <p>In commercial they will look to facilitate good financial management of project budgets, gaining quotations and commissioning the appropriate services from our approved supply chain.</p>

## Competencies

<b>Achieving Results</b>	<p>Will set goals for self in own work environment</p> <p>Demonstrates enthusiasm for the job</p>
<b>Analytical thinking and decision making</b>	<p>Using personal experience and systematic approach to arrive at decisions on straightforward issues</p> <p>Use appropriate methods and systems to deliver against tasks</p>
<b>Communication</b>	<p>Communicates positively with clarity and understanding</p> <p>Presents information in a structured way</p> <p>Demonstrates confidence when communicating concepts or subject matter</p> <p>Discuss and evaluate solutions and opportunities</p> <p>Is able to raise concerns and ask questions to support role development</p>
<b>Dealing with change</b>	<p>Positive attitude to change and evaluating circumstances</p> <p>Contributes positively to change / adapt in own area of work</p>
<b>Teamwork</b>	<p>Contribute to the overall team objectives</p> <p>Understand how to be part of a team</p> <p>Regularly cooperate / collaborate with team members</p> <p>Establish trusted relationships with stakeholders</p>
<b>Leadership</b>	<p>The capacity to assume some position of influence within a team</p> <p>Suggest enhancements to practices or raise benchmarks</p>
<b>Managing resources</b>	<p>Works effectively within time and budget constraints set by others</p> <p>Looks to complete on schedule and recover slippage</p>
<b>Negotiation</b>	<p>The ability to discuss and agree priorities</p> <p>Have an awareness of time constraints, workload and commitments</p>
<b>People Development</b>	<p>Can respond within tested frameworks of development to identify own needs</p> <p>Uses personal experience to build own skills</p>

## Role definition

<b>Summary of role</b>	<p>Provides design support for communications and marketing materials as part of the business communications and marketing team</p> <p>Reports to the Graphic Design &amp; Media Manager</p>
<b>Responsibilities and accountabilities</b>	<p>The opportunity to use and influence through a variety of media on line and offline (print, models (2D and 3D), photography, film, digital media) they will work across all the sectors and functions within the business unit to help provide the visual support, materials and design solutions required to deliver the projects and campaigns predominately set out in the communications and marketing plan.</p>

	<ul style="list-style-type: none"> <li>• Creating and developing design concepts that reflect the brief provided / taken</li> <li>• Seeing designs through from concept, development, implementation and sign off</li> <li>• Presenting options for design treatments / styles and alternative ideas where required / requested</li> <li>• Amending designs according to comments from management / stakeholders</li> <li>• Preparing artwork / materials for print / online implementation</li> <li>• Supporting with the checking of artwork files as part of the sign off process – mainly focusing on design aspects</li> <li>• Keep up to date with and understand the Morgan Sindall Construction brand and the associated guidelines, helping to ensure the brand is applied correctly throughout all mediums</li> <li>• Provide guidance and support to the business with applying the brand and checking and amending materials – raising any concerns if required</li> <li>• Ensuring digital media (photography / film) is uploaded to the Digital Asset Management Library (DAML) in a proactive manner</li> <li>• Support with developing templates and helping to promote self-service / self-application of brand and style in the business unit where appropriate</li> <li>• Obtaining quotations from approved suppliers for review with manager and or giving details if requirements for required services to materials desk or administrative support to obtain quotes</li> <li>• Investigating new visual design methods and technologies that could be applied to support / enhance the execution and communication of key projects / messages</li> <li>• Discussing and agreeing timescales required to complete a project with the Graphic Design &amp; Media Manager</li> <li>• Support in the briefing of requirements / brand styling to third parties</li> <li>• Completing administrative tasks that support in the delivery of the role and the organisation of assets on company network</li> </ul>
<b>Qualifications, training and technical knowledge</b>	<ul style="list-style-type: none"> <li>• Recognised qualification in graphic design or equivalent experience</li> <li>• Demonstrable working knowledge of Adobe Creative Suite applications - InDesign, Adobe Illustrator, Adobe Photoshop and Adobe Acrobat DC</li> <li>• Some experience of working with the other Adobe Creative Suite packages e.g. Premier, After Effects and other role specific packages which could be useful to the business (desirable)</li> <li>• Proven experience of developing and delivering design concepts</li> <li>• Demonstrable working knowledge of undertaking digital photography and capturing film (would be beneficial, not essential)</li> </ul>
<b>Attributes and skills</b>	<ul style="list-style-type: none"> <li>• Has a broad knowledge / understanding / appreciation of design and visual communication techniques applied in industry (printing / digital / social media / visualisations / animations / motion graphics / wayfinding / exhibitions)</li> <li>• Has a passion for visual communication application and development</li> <li>• Able to work to deadlines and manage workload (progressing multiple projects at the same time)</li> <li>• Interpret customer needs / request information</li> <li>• Present and explain solutions / opportunities to project specific stakeholders</li> <li>• Communicates well in person / online video calls / email</li> <li>• Positively influence expectations and perceptions of team and clients</li> <li>• Attention to detail – ensuring accuracy and effectiveness</li> <li>• Using experience / expertise to think responsively in meetings / conversations</li> <li>• Effective project management skills – to balance time allocation to commitments &amp; workload</li> <li>• Good teamworking and collaboration skills</li> </ul>

	<ul style="list-style-type: none"><li>• Flexibility – willing to travel to other national project or office locations (if required on a adhoc basis)</li><li>• An awareness of the competitive business environment</li><li>• A pragmatic approach when ideas / designs need revising or are rejected</li><li>• Understand the importance of processes and applying them</li><li>• Drive to continually improve the visual presentation of information either through design or innovative techniques</li><li>• Understand the importance of costs and effective cost management</li></ul>
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