

Job Description and Person Specification

JOB DESCRIPTION

This job description sets out the duties of the post at the time when it was drawn up. Such duties may vary from time to time without changing the general character of the duties or level of responsibility entailed.

Position Title: Digital / Print Designer	Author: Reuben Naish	Date Prepared: 05.01.2021
Department: Marketing	Team: Brand and Content	Location: Brighton
Reports to: Reuben Naish	Responsible for: NA	
DBS Level (if applicable): n/a		
Purpose of Position: A talented digital / print designer is needed to help our busy creative team. To help our brand team with both daily marketing comms and regular creative campaigns to promote our exciting brand both off and online. Creative projects will range from marketing collateral (including branding, logos, social media design, conference materials, emails and front-end designs for digital platforms) to (story boarding, animation and motion/video work).		

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Primary Accountabilities:

- Designing digital/print campaigns for Boundless and its various brands
- Creation of online pages, advertising, web banners, social media and email
- Creation of offline advertising, branding, marketing collateral
- Ensure all digital/print marketing materials are produced to brand guidelines
- Contribute ideas and provide concepts for campaigns
- To present creative solutions in response to marketing strategies.
- Create short social media videos and/or graphic animations where required
- Contribute to any overall video production and ideas

Secondary Accountabilities:

- The preparation of all finished files for any format
- To design and deliver promotional assets to drive online/offline acquisition and member engagement
- To create both static and animated assets
- Ensure that all our digital design outputs meet current accessibility standards.

Key Relationships:

Senior Designer
Head of Brand and Content
Head of Retention and Acquisition
Marketing Execs
Social Media Exec
Production Director
Email Producer
Digital Manager
Front End Developer

PERSON SPECIFICATION

Specific Skills or Training Required

Essential	Desirable
InDesign, Photoshop, Illustrator, XD, Acrobat, Powerpoint, Excel	Knowledge of Premier Pro and After Effects. knowledge of CMS an advantage (Site Core)

Our Values and Behaviours

Value 1: Be Brave

Behaviour Group	Tick all the behaviours that are a focus for this role		Notes on the behaviour expectations for the role (refer to the behaviour framework)
Speaking Out	We challenge each other	*	Be curious, ask questions if something doesn't seem right
	We contribute	*	Share your opinion and contribute ideas and solutions that add value
	We give recognition	*	Notice and acknowledge the contribution others make to your work

Being Solution Focussed	We are results driven	*	Meet and strive to exceed agreed standards, deadlines and previous results
	We have a 'can-do' attitude	*	Look for solutions, be pro-active, identify problems and try to solve
	We adapt to change	*	Demonstrate openness to changing priorities and deadlines

Value 2: Go Further

Behaviour Group	Tick all the behaviours that are a focus for this role		Notes on the behaviour expectations for the role (refer to the behaviour framework)
Continuous Improvement	We bring and share new ideas	*	Be open and look for new ways of doing things, openly discuss
	We learn from experience	*	Reflect on yours/teams performance and make improvements
	We invest in our personal development	*	Make time for learning and engage in development conversations
Seeing the Bigger Picture	We see things from different perspectives	*	Look at a situation from different points of view, look further afield
	We are experts in our organisation strategy	*	Have a clear understanding of how your role contributes to business success, talk to others
	We look beyond Boundless	*	Look outside Boundless, look at new ideas, trends that can help impact what we do and how we succeed

Value 3: In It Together

Behaviour Group	Tick all the behaviours that are a focus for this role		Notes on the behaviour expectations for the role (refer to the behaviour framework)
Effective Communication	We have regular and timely conversations	*	Communicate information at the time of need and when needed
	We are clear when we communicate	*	Speak and write clearly and succinctly using appropriate language, body language and style for the audience
	We listen and respond	*	React appropriately to information from others actively listening to them
Taking Responsibility	We manage the available resources	*	Consider the available time and resources you have to get work done and manage them effectively.
	We follow expert guidance and advice	*	Comply with company policies and procedures where needed
	We plan ahead	*	Plan and prioritise own workload to meet agreed deadlines and objectives

Value 4: Member First

Behaviour Group	Tick all the behaviours that are a focus for this role		Notes on the behaviour expectations for the role (refer to the behaviour framework)
Collaborating and Partnering	We support each other	*	Be kind, courteous and work flexibly to help others. Work as a team at all times.
	We work for our members / customers	*	Prioritise finding and implementing ways to improve the quality of member/customer service
	We engage and influence	*	Communicate persuasively and confidently, think of our members, who they are and what they need/want
Gaining Insight	We collect useful data	*	Talk to others to identify, gather and record useful data from previous campaigns and projects
	We base our decisions on evidence	*	Look at current data, insight, past results and use this as evidence to make decisions and progress
	We continually build our knowledge-base	*	Continually collect data, look at trends, collect examples, keep interesting finds, build up knowledge