



JOB DESCRIPTION

Graphic Designer



Responsible to:

Director of People

Relationships:

To establish and maintain good working relationships with all Managers and Staff.

Main purpose of the role:

To provide an in-house graphic design service, supporting the charity.

Working closely with Communications Team, to manage multiple assignments, ensuring the charity's marketing is professional and engaging and that projects and campaigns are delivered accurately, on time and within budget.

Digital marketing:

- Produce page headings/graphics for social media channels.
- Develop digital campaigns including online advertising and Facebook marketing.

Video editing and production:

- Create short animations for social media.
- Create and edit promotional videos for use online.

Print and production:

- Design eye-catching event invitations, posters, leaflets, and brochures as required across the organisation.
- Ensure signage is up to date across multiple sites.
- Design and develop more complex publications such as the annual report (30 pages) and Autism Together's Spectrum magazine.
- Design and develop professional papers and internal document series.
- Design presentations/PowerPoint.



Web:

- Support to maintain the organisation's websites. Ensuring accuracy, usability and adherence to the organisation's brand guidelines.
- Ensure content is creative, vibrant and engaging – work with the Communications Team to continually challenge and enhance content marketing.
- Review, monitor and analyse sites, and report on traffic.
- Keep up to date with web design and development trends and technologies to ensure the organisation is at the forefront.
- Work with the Communications Officer to ensure the site is always up to date.
- Help maintain the local SharePoint.

Essential knowledge:

- A design-related degree or HND, plus demonstrable experience as a graphic designer.
- Adobe Creative Suite, InDesign, Photoshop, Illustrator, Premier Pro and After Effects.
- Video and GIF creation.
- HTML, CSS.
- Print production.
- Word Press, web management and content creation.
- Up to date with all the latest web design and development trends for PC, mobile and tablet.
- SEO.
- Social media.
- Style sheets, master pages and working on brand guidelines.
- Strong portfolio of design work – digital and print.
- Strong attention to detail.

Skills:

- **Creativity:** Ability to think creatively and come up with unique design concepts that align with the company's goals and branding.
- **Technical Proficiency:** in Adobe Creative Suite, Microsoft PowerPoint and Word.



- **Communication:** Good communication skills to understand project requirements and collaborate effectively with team members.
- **Adaptability:** Ability to adapt to changing priorities and handle multiple tasks simultaneously in a fast-paced environment.
- **Problem-solving:** Strong problem-solving skills to address design challenges and find effective solutions.
- **Portfolio:** Showcasing a range of print and video design projects.

Design Skills:

- Proficiency in creating visually appealing print materials such as brochures, posters, banners, and promotional materials.
- Experience in video editing.

Accessibility Focus:

- Interest in integrating accessibility principles into design work.

Autism Awareness:

- An openness to gaining a greater awareness and understanding of autism, with the ability to design projects with sensitivity and consideration for individuals on the autism spectrum.

Time Management:

- Ability to manage multiple design projects.
- Strong organisational skills to prioritise tasks and ensure efficient workflow.

Adaptability:

- Ability to adapt to evolving project requirements and industry trends.
- Openness to feedback and a proactive approach to continuous learning and skill development.

Other:

- To represent Autism Together externally, at relevant meetings, and liaise with other agencies or colleagues.
- To play a part in promoting the aims and objectives of Autism Together, to increase public awareness and gain support for its work.
- Where appropriate, to undertake training conducive to personal development.



Data Protection Act / GDPR

We are all expected to be aware of the Data Protection Act/GDPR and to follow the local Codes of Practice to ensure appropriate action is taken to safeguard confidential information.

To undertake, following prior consultation, other duties which may, from time to time, be specified by the Director of People.

As with all post in the organisation, a high degree of confidentiality is expected at all times. At no time will the post holder discuss the individual people we support, their families or other confidential matters connected with Autism Together and its staff, outside of the organisation. Notwithstanding, under our confidential reporting policy you will be required to raise any concerns, particularly those concerns which may be deemed a matter of safeguarding the people we support.

This is intended as a guide to the main responsibilities of the post, and is not an exhaustive list of duties. This Job Description is subject to amendment, following consultation with the post holder.

February 2024



Graphic Designer Person Specification

Qualifications / Training

Essential	Desirable	How this can be demonstrated
Bachelor's degree / HND in Graphic Design or related field		Certificate

Experience / Knowledge

Essential	Desirable	How this can be demonstrated
Adobe Suite, InDesign, Photoshop, Illustrator, Adobe Premiere Pro and After Effects	Microsoft Word and PowerPoint	Portfolio
HTML, CSS		Portfolio
Video editing		Portfolio
Print production		Portfolio and discussion at the interview
Word Press, web management, SEO, analytics		Portfolio and discussion at the interview
Content creation		Portfolio
Social media		Portfolio



<ul style="list-style-type: none"> • Understand the latest web design and development trends 		<p>Discussion at interview</p>
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Skills / Abilities

Essential	Desirable	How this can be demonstrated
Develop creative content		Portfolio
Manage multiple projects across different platforms within set timescales		Interview
Accuracy and attention to detail Analytical approach Good team member		Interview

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