Graduate Designer

Service:	Central Services
Responsible To:	Head of Marketing and Communications
Salary:	PHF 7-11

Job Purpose

The Marketing and Communications team plays a vital role in delivering the Percy Hedley Foundation's aims and objectives. The Graduate Designer will provide design and marketing support to the team and colleagues across the Foundation with their service communications and design needs.

The Graduate Designer will be a key member of the team and provide an on-brand, customer-focused, professional and responsive service to colleagues.

Main Duties

The Marketing and Communications team plays a vital role in delivering the Percy Hedley Foundation's aims and objectives. The Graduate Designer will:

- Support the communications, performance and business development team in their delivery of the communications and business development strategy plan
- Support with the production of appropriate communications and marketing materials
- Help to develop and maintain systems for all digital marketing activities
- Support internal communications channels, including staff intranet, briefings, and informational posters.
- Provide support in tasks as identified as contributing to the aims and objectives of the communications and marketing department.
- Initiate innovative ideas and methods – encouraging colleagues to innovate and contribute to the development of Percy Hedley Foundation services
- Create digital and non-digital graphical material in line with brand guidelines
- Produce quality content for use on social media and marketing materials, using digital camera and specialist equipment when required
- Maintain the artwork on company website and intranet
- Liaise with other suppliers to ensure the timely production of materials
- Ensure that the Percy Hedley Foundation corporate identity and brand guidelines are always adhered to
- Ensure the values of the Percy Hedley Foundation are reflected in all communications and marketing materials
- Support the development of key documents and publications e.g., annual report

- Supporting the development of an online photo library for and ongoing maintenance and updating of records on the system.
- Undertake any other duties of a similar nature consistent with the responsibilities of this post to provide a quality support service to the commercial and marketing team

Person Specification

Essential Criteria

Skills and Knowledge

- Excellent use of IT include Microsoft Office
- Excellent communication skills – oral and written, including proficient use of language appropriate for different audiences
- Attention to detail, supporting proof reading activities
- Excellent planning and organisational skills
- Ability to work under pressure and manage priorities effectively
- Strong team work ethic
- Demonstrates flexibility and able to adapt to change positively
- Able to maintain confidentiality
- Strong relationship builder – excellent customer care, communication and interpersonal skills
- Enthusiastic and willing to learn and develop
- Ability to multi-task and manage expectation of key stakeholders
- Creative

Qualifications and Training

- Digital marketing, graphic design qualification (NVQ Level 3 or equivalent)

Experience

- Experience graphic design and design software
- Production of photography and video content
- Experience of social media
- Experience of design concept and delivery
- Working knowledge of Microsoft Office

Personal Qualities

- Ability to work co-operatively – both independently and as part of a team
- Enthusiastic and self-motivated
- Flexible approach, ability to adapt to change within the working environment.
- Ability to plan and prioritise a varied and busy workload to tight deadlines
- Ability to work pro-actively independently and as part of the team
- Able to attend meetings and events outside of normal working hours

Desirable Criteria

Skills and Knowledge

- Understanding of charities
- Special education/care sector/disability awareness

Qualifications and Training

- Educated to degree level in a relevant discipline or equivalent experience

Organisational Standards

The Percy Hedley Foundation operates in a demanding and often changing environment. Members of staff must be flexible, adaptable, willing to face up to changing circumstances and new opportunities. The following list of duties and responsibilities must therefore be taken as a guide and is not to be comprehensive.

Professional Duties

- Participate in the review of the Foundations Policies, Procedures and Processes
- Participate in arrangements for the performance development review process
- Participate in arrangements for further training and professional development
- Keep up to date with changes or developments within your professional area
- Fully participate in the induction and training programme provided by the Percy Hedley Foundation
- Contribute to the professional development of other staff, including the induction of new staff.

Equality and Diversity

- Promote equality of access to education, training, and employment opportunities for disabled people, and advocate a positive attitude
- Recognise that disabled people are individuals who have specific needs
- Employ support strategies that will empower disabled people
- Show awareness of knowledge and display non-discriminatory behaviours at all times in relation to culture, race, ethnicity, disability, gender, sexuality, and age
- Recognise the importance of inclusion by using appropriate means of communication at all times
- Be flexible, trying to meet the changing needs of both disabled people and environment.

Discipline, Health and Safety

- Adhere to and promote Percy Hedley Foundation Health, Safety and Welfare policy at all times
- Purchase equipment from a recognised source
- Report all incidents and accidents to Health and Safety Officer
- Maintain a high standard of record keeping in line with Percy Hedley Foundation policies and procedures.

Safeguarding

- Safeguarding is everyone's responsibility.
- Percy Hedley Foundation have adopted recruitment and selection procedures, and other Human Resource Management processes, that help deter, reject, or identify people who might abuse vulnerable children/adults, or are otherwise unsuited to work with them.
- The Trustees/Governing Body are committed to promoting the welfare of children and young people/adults and staff are expected to ensure that the highest priority is given to following guidance and regulations to safeguard those in our care.

Confidentiality

- Respect confidentiality. All personal information about people using the foundations services to which you have access should be treated as confidential. Information about the people's needs, progress and assessment should only be shared with the team to aid support
- Remain objective and do not favour any gender, language or culture and comply with the Percy Hedley Foundation policy.

About Us

We are an ambitious, entrepreneurial, and innovative charitable business working in a person-centred way to meet the needs of people with disabilities and their families. We provide a range of high-quality services and seek out opportunities to inspire and support people with disabilities to achieve their ambitions. We believe that working together as one Foundation we achieve more than individual services would achieve alone. Our influence will be regional, national & international.






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https://www.facebook.com/percy.hedley

We are committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. Applicants should be aware that the post will only be offered to successful candidates subject to an Enhanced DBS check as well as other employment clearances.