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| **Job title: Brand & Creative Designer** | |
| **Reports to: Digital Engagement Manager** | **Reporting to job holder: N/A** |
| **Overall purpose:**  Working within the Customer Experience department, as part of the Digital Engagement function, the Brand & Creative Designer will be responsible for the design and production of all print and digital media, ensuring that brand is consistently applied across all forms of creative content. | |
| **Principal accountabilities:**  **Planning and organising**   * Management of print deadlines and specifications from suppliers to keep in time with project timelines and required finalised specs * Manage own time and schedules to deliver projects to agreed deadlines   **Business focus**   * Be positioned as a champion and advocate for the Ben brand across all communications channels and programmes * Evolve the Ben brand and guidelines to ensure Ben remains relevant, fresh and adaptable while maintaining consistency at all brand touch points * Provide guidance and advice on the creative development of additional identities for products and services across Ben to ensure that they fit within and work with the main Ben brand * Administer the visual consistency of the brand identity, monitoring internal and external adherence to the guidelines and challenging incorrect application of the guidelines through appropriate channels * To keep up to date on new trends within branding (especially within the charity sector) and make appropriate recommendations * Adhere to required admin processes ensuring accurate and accessible records and files are stored and archived as directed * Produce regular reports (verbal and written) on all allocated workflow ensuring early communication of any issues with agreed deadlines * Ensure that all creatives are on Brand and within guidelines * Ensure when using licensed / copyrighted artwork that the correct licensing is in place   **Communication**   * Create & monitor internal and external communications that adhere to Ben’s creative and tone of voice guidelines * Ensure timely communication with stakeholders internally within departments and teams on project and tasks   **Budgetary control**   * Ensure that any spend is agreed with Digital Engagement Manager) prior to purchase (or commitment to purchase) * Any spend is within agreed timeframes and budget complying with internal processes   **Managing performance**   * Manage personal performance of self and suppliers (as applicable)   **Stakeholder relationships**   * Work with stakeholders to produce design proposals and concepts from developed briefs and submit these to requesting teams, for approval and selection * Maintain and build relationships with key project stakeholders throughout Health & Wellbeing * Maintain and build new relationships with external suppliers / partners, representing Ben in a positive manner that drives good relationships * Work with external supporters and suppliers to ensure all collateral is delivered in the required format * Negotiate with suppliers to obtain competitive quotations and ensure these are recorded in line with internal processes   **Achieving customer service excellence**   * To deliver a consistent, high quality creative service to all stakeholders, ensuring an experience which often exceeds expectations and delivers the optimum customer satisfaction * To use data and insights to understand what creative elements our audiences are engaging with and to use this to inform decisions for upcoming campaign creatives/design   **Additional duties**   * Agree personal and performance KPI’s and objectives with active participation in Ben’s annual appraisal process (including attending 12 month, 6 months and 1 month review meetings) * Participate in monthly and quarterly performance review meetings and provide a summary of areas discussed and actions within a week of the meeting taking place * Agree work priorities as applicable during monthly and quarterly review meetings * Ensure any monthly, quarterly, and annual reports are submitted as required in a timely manner * Attend team meetings (as required) – this may include travel and / or overnight stays * Attend events, meetings, and occasions to meet business requirements * There may be times when the Brand & Creative Designer will be required to support additional duties and / or projects. This will be discussed with the Digital Engagement Manager & Head of Customer Experience and agreed with the Digital Content Executive   In addition to the above main job role and responsibilities – the Brand & Graphic Designer, as a subject matter expert will also contribute to ad-hoc wider Ben requirements\* which may include the following activities:   * Support for Care colleagues in the organisation of re-prints, advert resizing etc * Support with the creation of content, as required for internal Ben communications, internal Health & Wellbeing communications, including newsletters, videos, and updates * Support projects across Ben to provide advice and counsel where required and appropriate   \*This will be monitored and managed from a time and capacity perspective.  **This job description is not intended to be an exhaustive list of responsibilities and will be regularly reviewed and amended as necessary after consultation.** | |
| **Deliverables – Key measures:**  **Planning and organising**   * Delivery of projects and briefs in line with timescales   **Business focus**   * Support the delivery of Digital Engagement function core service metrics including website engagement, email signs up and social followers * Support the delivery of key metrics indicates by project / brief across HWB services   **Communication**   * Monitoring and audit of internal external communications on an ongoing basis * Feedback from internal and external stakeholders   **Budgetary control**   * Spend agreed, signed off using appropriate sign off processes and procedures   **Managing performance**   * Active participation in appraisal process and management review meetings * Regular review meetings with suppliers / agencies working with   **Stakeholder relationships**   * Feedback from internal external stakeholders   **Achieving customer service excellence**   * Feedback from customers * Use of data and insights related to core service metrics for Digital Engagement / other project or briefs working on   **Additional duties**  All deliverables stated above, plus:   * Submitting all reporting performance requirements (as outlined in accountabilities) * Attendance at HWB / wider Ben meetings at applicable * Project / actions completed as per stated timelines | |
| **PRIDE values**  To embody and deliver the role of Brand & Creative Designer in line with our values: -  Passionate  Respectful  Inclusive  Driven  Empowered  Fostering the following PRIDE behaviours:   * Working with people – *demonstrating commitment to developing self and others, showing leadership, working as a team, and taking ownership.* * Delivering business success – *demonstrating analytical thinking, commercial awareness, customer service excellence, drive for excellence, strategic thinking, business acumen.* * Personal effectiveness – *demonstrating strong communication, drive for results, willingness to make things happen, motivated to influence, and make an impact, excellent organisation and planning and self-confidence.* | |
| **Experience required:**   * 2+ years of experience of working in a similar role * Solid and demonstrable experience within a graphic design role * Understanding and application of brand guidelines * Video creation and editing * Working collaboratively and in consultation within house teams, considering various priorities, helping others to achieve their goals * Proven ability to build successful working relationships with suppliers for print collateral * Use ofCMS, web platforms such as Umbraco * Use of collaborative tools such as Google Drive, Trello, Slack etc * Using a test and learn approach * Experience of working for a charity or not-for-profit organisation desirable | **Technical Knowledge & Skills:**  **Knowledge / Qualifications** (D=Desirable)   * Numerate and literate, with good standard of education, preferably to degree level or equivalent qualification * Professional design qualification covering print and digital design * Advanced knowledge of Adobe Acrobat Creative software * Understanding and some knowledge of design for web * Knowledge and understanding of marketing principles, techniques, and customer experience * Understanding of charity working regulation and standards (D) * Knowledge of product development process (D) * Understanding of the automotive industry of its needs and requirements (D) * Ability to manage projects with multiple deliverables and delivery dates * Have a design flare that can take complex information and turn it into a creative design approach * Excellent at multi-tasking * Strong attention to detail |
| **Other significant role requirements:**  In addition to the above areas, the Brand & Creative Designer will:   * Pursue continuous professional development and maintain professional registration or membership (as applicable) maintain knowledge, develop self-awareness, and enhance professional skills * Have a passion for brand combined with tenacity and resilience to sustain performance under pressure * Strong team player with the ability to support colleagues, who will work well as part of a team and independently with minimal supervision * Self-motivated, proactive, flexible and adaptable to manage a busy and varied workload to meet deadlines with a high degree of accuracy * Be creative and take a solution focused approach * Be open and honest and demonstrate integrity * Be caring and have a desire to help and support others * Amiable, displaying an approachable manner * Passionate about the services we deliver, showing excitement and interest * Seeking to enhance and continuously improve self and the services we provide * Ambitious and aspiring, with a strong willingness to succeed * Be focused with the ability to drive projects and task to completion * Positive attitude with a willingness to learn * Show determination and persistence * Ambitious, innovative and target driven * Energetic and enthusiastic with a high level of resilience * Be willing to work occasional evenings and weekends (if necessary) * Be willing to travel within the UK as required   It is also expected that all Ben Employees, will:   * Act as an ambassador for Ben maintaining the highest standards of presentation and conduct at all times * Comply with all Ben internal policies and procedures including HR, Finance, Health & Safety, Information Governance, and IT * Ensure health, safety and environmental risks are adequately assessed and managed accordingly * Promotes a culture which recognises, respects and values diversity and equality of opportunity for our customers and colleagues | |
| **Date updated: 7th April 2022** | |
| **SIGNED BY JOB HOLDER ………………………………………………………………… DATE: ……………………………………………….** | |