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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
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| **PRIDE values**To embody and deliver the role of Brand & Creative Designer in line with our values: -PassionateRespectfulInclusiveDrivenEmpoweredFostering 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.*
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| **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
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| **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
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| **Date updated: 7th April 2022** |
| **SIGNED BY JOB HOLDER ………………………………………………………………… DATE: ……………………………………………….** |