

Graphic Design Co-ordinator (Virtual Vocational Training)

Purpose

The main purpose of this role involves collaborating closely with fellow project lead the Games Developer and working with the Cornerstone Brand to design a range of impactful and effective e-learning products and planning and creating an appropriate suite of games using gamification and augmented reality strategies to create fun and engaging virtual environments for Cornerstone's essential training to be carried out.

Duties & Responsibilities

- Work closely with the Training Academy Lead, and Training Academy colleagues to develop and design e-learning modules that meet our strategic objectives
- Manage, maintain, strengthen and reinforce Cornerstone brand throughout all materials, ensuring adherence and promotion of the brand guidelines
- Develop the project from initial concept designs through to delivery
- Establish and maintain an efficient, effective and streamlined design process from conceptualisation to delivery
- Think creatively and innovatively with a view to developing new design ideas and concepts; choosing appropriate mediums and styles to suit this project within the constraints of cost and time
- Confidently develop, and present creative ideas to other teams, branches and colleagues
- Use suitable software i.e. Adobe InDesign, Canva, Illustrator, Photoshop & Premier Pro to design a range of digital materials suitable for vocational training
- Support the Training Academy with gathering, writing and editing stories and case studies where required
- Produce highly effective written copy for online content, internal and external marketing campaigns
- Support, manage and guide the commissioning or production of photography and videography including editing files and the creation of GIFs, infographics, videos and animations
- Stay abreast of the latest design developments and trends and explore and embrace new technology, with a view to capitalising on any emerging opportunities that could benefit Cornerstone
- Support the beta-testing of the e-learning modules using any evaluation to inform design improvements
- Help us develop a suite of internal and external marketing materials to promote the e-learning courses
- Ensure design activities are carried out with sensitivity to the people we support and their families in line with Cornerstone's values, guidelines and consent procedures
- Travel to other Cornerstone offices as required and be prepared to work occasional weekends and evenings
- Carry out any other duties relevant to the post

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Outcomes & Approach

You'll need a passion for design and the ability to work on your own and with a team to success in this role. You will work with other internal and external marketing and communications experts alongside a range of other stakeholders including the Training Academy Lead, the Games Developer, the Digital Marketing Officer and a range of colleagues within our operational services.

Continuous Professional Development

- Ensure all organisational mandatory training is up to date
- Ensure full compliance with all relevant regulations and legislations including Health & Safety, SSSC Codes of Practice, National Care Standards and Cornerstone internal policies and procedures



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Person Specification

No.	1. Qualifications *	Requirement	Measured Via
1.1	Graphic Design qualification at degree level with strong design and conceptual confidence or similar	Desired	Certificate
1.2	No experience is required but must have an interest in producing industry leading design for eLearning		
	2. Skills, Abilities & Competencies		
2.1	An understanding of Adobe Creative Suite (or similar), including In Design	Yes	product
2.2	Great attention to detail, and good time management and organisational skills		
2.3	Excellent communication skills and a positive can-do attitude	Yes	Question
	3. Experience		
3.1	More interested in your creative flair	Yes	Product
3.2	A flair for Photography, Video Production, and Motion Graphics	Desired	Product
	4. Knowledge		
4.1	Ability to take on briefs and explore creative ideas in response	Yes	Question
	5. Values		
5.1	Pioneering	yes	Questioning
5.2	Professional	yes	Questioning

*At Cornerstone we are keen to attract employees whose own values and approach to work complement our purpose, vision, and values. Qualifications, experience, and competencies can predict and impact on your potential performance, however values and approach are essential.