

Job Description

Job title: Graphic Designer
Reports to: Marketing Manager
Location: Leigh Academies Trust

Job purpose

To work collaboratively within the Trust's Central Marketing Team for a variety of clients, merging content and design. To bring projects to fruition, being involved throughout all stages of the design process; from initially liaising and forming a brief, through to delivering the end product in a timely manner.

General responsibilities

- To apply strong core design skills to a diverse range of online and offline projects
- Produce beautiful, well-crafted graphic designs and illustrations using your creative design flair
- To possess strong layout skills, embracing all aspects of design including typography, imagery and illustration
- Be able to take direction and support more senior staff in the delivery of big projects
- To design with the end platform in mind, including designing graphics for web and social media
- To consider how a design may be optimised, or produced in an alternative format to meet accessibility requirements
- To have an understanding of how to produce designs for print projects including signage, livery banners and leaflet production
- To stay abreast of design trends
- To mentor Junior Graphic Designers with their own projects, providing feedback and guidance

Person Specification

The successful candidate will:

- Have a great work ethic and strong communication skills, along with the ability to articulate ideas within a team environment
- Manage time effectively
- Possess an eye for detail and accuracy
- Be keen to expand skills and experience
- Have a keen eye for modern and innovative design styles that can be applied to all projects
- Be well-organised, efficient and methodical, possessing the ability to manage work and projects, and to implement a logical approach in updating project progress to IT/cloud-based systems

Skills and required experience

- 3-5 years' experience within a similar role
- Degree or high level qualification in Graphic Design. Alternatively have acquired equivalent experience in the industry
- Have experience liaising with customers/suppliers and ideally have worked as part of a team in previous roles
- Knowledge and experience using core Adobe CC packages including Illustrator, InDesign, Photoshop

Other desirable skills

- A knowledge or interest in photography
- Excellent client-facing skills
- Possess an excellent understanding of the use of grammar and punctuation, giving great attention to detail with the ability to proof-read/edit copy an advantage
- Experience using Google G Suite/Workspace

Professional Development

Being part of the Marketing Department you will have the opportunity to learn new skills from the rest of the team and have access to a wide range of hardware and software. We feel it is important that you continue to learn new skills whilst working within the department in order to progress your career. You will have access to training and the full suite of Adobe Creative Cloud to enable you to do so.

Safeguarding of students and Duty of care

All staff, regardless of role, level of seniority and location, have a responsibility to ensure the highest levels of safeguarding and promoting the welfare of our pupils, and we expect all our staff and volunteers to share this commitment. We must collectively create an environment where children feel safe to learn, play, and grow. Children should feel comfortable in their surroundings and know that they can approach any responsible adult with any problems or concerns.

All staff must be able to identify any children who are at risk of harm, and know the characteristics of abuse or neglect. If you suspect or confirm harm then it's essential you know what actions to take.

Annual safeguarding training is offered to all staff at Leigh Academies Trust, and it is the staff member's responsibility to be aware of the most up to date guidance documented in the [Keeping Children Safe in Education document \(Department of Education\)](#).

Notes

The job description allocates duties and responsibilities but does not direct the particular amount of time to be spent on carrying them out and no part of it may be so construed. This job description is not necessarily a comprehensive definition of the post. It will be reviewed at least once a year and may be subject to modification or amendment at any time after consultation with the holder of the post.

The duties may be varied to meet the changing demands of the academy/business unit at the reasonable discretion of the Principal/Director. This job description does not form part of the contract of employment. It describes the way the post-holder is expected and required to perform and complete the particular duties as set out in the foregoing.