

# Luminate

EDUCATION GROUP

## Job Description

<b>Organisation:</b>	Luminate Education Group
<b>Primary Organisation Supported</b> <i>(only use this field for LEG service member of staff)</i>	Luminate Education Group
<b>Core Job Role:</b>	Intern Graphic Designer
<b>Job Title:</b>	Intern Graphic Designer
<b>Reports to:</b>	Creative Manager
<b>Grade</b>	A
<b>Date of compilation:</b>	October 2023

### SPECIFIC ROLE RESPONSIBILITIES:

1. To implement brand guidelines and design strategies and ensure this is always maintained.
2. Collaborate effectively with the creative team and the wider marketing team on projects.
3. To produce creative and exciting designs with a strong understanding of the target audience.
4. To think creatively to produce new ideas and concepts/campaigns.
5. To produce high-quality design for both print and digital using a variety of different software and platforms (including but not limited to, the Adobe Creative Suite).
6. To liaise with suppliers and printers to ensure a high-quality output.

### CORE RESPONSIBILITIES:

1. Produce marketing materials using the Adobe Creative Suite including Indesign, Illustrator, Photoshop, After Effects, XD and other applicable software packages.
2. Identify and action cutting-edge design thinking and techniques to ensure the college's visual approach is market leading, fresh, and contemporary.
3. Create high-quality, engaging advertising campaigns and projects across digital and print following agreed messaging and style guides.
4. Develop and implement core creative messages, style, visuals, characteristics, and identity of major college campaigns.
5. Maintain brand guidelines across all house styles, internal facing and external targeted campaign materials, to ensure brand consistency and continuity.

6. Design and layout of corporate documents, posters, leaflets, and other publicity material, incorporating visual awareness and readability.
7. Proactively contributing to the creative scope of department ideas in relation to design and graphic output.
8. Maintain records of completed work and archive for future reference, all project examples, campaign records etc.
9. Maintain and develop the college photographic style and image library.
10. Liaise with suppliers and printers to ensure a high-quality output, while adhering to deadline and budgetary constraints.

#### **GENERAL LUMINATE EDUCATION GROUP RESPONSIBILITIES FOR ALL STAFF:**

- Maintain and update knowledge of the subject/professional area and co-operate in any staff development activities required to effectively carry out the duties of the post.
- Comply with safeguarding procedures, including the promotion of the welfare of children and vulnerable adults.
- Comply with all relevant policies and procedures.
- Act with honesty and integrity to maintain high standards of ethics and professional standards.
- Use and promote restorative practice approaches.
- Comply with all legislative and regulatory requirements.
- Promote a positive image of the Luminare Education Group and member organisations.
- Any other duties commensurate with the level of the post, which may be required from time to time.
- Embody our Organisational Culture:

##### **Few rules & clear boundaries**

*The ability to be creative, within areas of focus.*

##### **Ownership & performance**

*Using our robust business planning model to allow areas to have clear ownership over their vision and remit.*

##### **Energy & enjoyment**

*Fostering an environment that enables our people and learners to be brave, interact and have fun.*

##### **Creative & reflective**

*Always hungry to learn and looking ahead to see what is on the horizon.*

##### **Passion & ambition**

*Encouraging all to think aspirationally, inspiring others to do the same.*

##### **Collaborative & responsive**

*Proactively seeking opportunities to create synergies and positive outcomes for all.*

## Person Specification

<b>Job Title:</b>	Intern Graphic Designer
<b>Department</b>	Marketing

The specific qualifications, experience, skills and values that are required for the role are outlined below. You should demonstrate your ability to meet these requirements by providing clear and concise examples on the application form. Each criteria is marked with whether it an essential or desirable requirement and at which point in the recruitment process it will be assessed.

Methods of Assessment:

A = Application Form, I = Interview, T = Test or Assessment, P = Presentation, C= Certificate, MT = Micro Teach

Qualifications and Attainments		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	Q1. Relevant degree or equivalent qualification.	A / C
Experience and Knowledge		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	EK1. Experience of producing high-quality design for both web and print.	A / I
E	EK2. Specialised/advanced knowledge of specific relevant software for design (Adobe Creative Suite - Indesign, Illustrator, XD, After Effects)	A / I
E	EK3. Specialised knowledge of print/production techniques relative to graphic design/printing	A / I
D	EK4. Demonstrable ability to produce speedy, efficient and quality design solutions to meet unexpected issues, developments etc	A / I

E	EK5. Specialised knowledge and skills in the area of Graphic Design (e.g. typography/layout/image manipulation)	A / I / P
E	EK6. Demonstrable ability of creative message development and campaign ideas, styles and themes	A / I / P
E	EK7. Experience of brand guardianship and collaborating across teams to support maintenance of a brand identity	A / I
E	EK8. Demonstrable examples of applying innovative approach to design solutions	A / I / P
D	EK9. Practical examples of animation and video editing skills	A / I / P
D	EK10. Practical examples of designing for web using XD or Figma	A / I / P
<b>Skills and Competencies</b>		
<b>Essential (E) Desirable (D)</b>	<b>Criteria</b>	<b>Method of assessment</b>
E	SC1.Excellent software and technical skills	A / I
E	SC2.High quality literacy and numeracy skills	A / I
E	SC3.Good levels of negotiation, customer liaison and problem-solving abilities	A / I
E	SC4. Designing for digital media, marketing and website collateral/content	A / I
E	SC5. Good quality archiving and record keeping to provide a rich and diverse archive portfolio of work for future reference	A / I
E	SC6. High quality, mass information and editing skills on both word/text and data files	A / I
E	SC7.Ability to solve information, communication and/or presentation problems creatively	A / I
E	SC8.A passion for graphic design and pushing the boundaries of innovation	A / I
E	SC9. Enthusiasm, energy and focus on delivering outstanding results	A / I

E	SC10. Resilience under pressure and a positive mental attitude	A / I
<b>Behavioural, Values and Ethos</b>		
<b>Essential (E) Desirable (D)</b>	<b>Criteria</b>	<b>Method of assessment</b>
E	B1. Support and promotion of equality, diversity and inclusion	A/I
E	B2. Promotion of a safe environment for children, young people and vulnerable adults to learn in	I
E	B3. Commitment to the PREVENT agenda	I
E	B4. Commitment to professional standards	I
E	B5. Commitment to restorative practice approaches	I