

Organisation:	Luminate Education Group
Primary Organisation Supported <i>(only use this field for LEG service member of staff)</i>	Luminate Education Group
Core Job Role:	Graphic Designer
Job Title:	Graphic Designer
Reports to:	Creative Lead
Grade	B
Date of compilation:	June 2024

SPECIFIC ROLE RESPONSIBILITIES:

1. Produce high quality designs for both web and print using a variety of different software and platforms (using the Adobe Creative Suite, including Indesign, Photoshop, Illustrator, XD, After Effects and other applicable software packages that you can recommend to add value).
2. Lead on the development, implementation, and maintenance of all headline campaigns for the brand whilst ensuring a consistent and relevant message.
3. Use strong decision making skills to ensure campaign timelines are adhered to through the creative output whilst ensuring an on-brief and high quality output every time. Confident and regular use of project management systems to be used to support this.
4. Participate in creative ideas generation for new campaign concepts and brand identities. Following the creative direction for a consistent creative approach across all stakeholders, implementing core creative messages, style, visuals, characteristics and identities.
5. Use excellent interpersonal skills to manage colleague relationships to ensure consistent and on-brand campaigns, and a joint up approach in all that we do.
6. To liaise with suppliers and printers to ensure high-quality output.
7. Assisting with all digital marketing content as required to support campaigns and promotions across the marketing output including social media and online advertising.
8. Work with the team on the creative development of our websites, producing wireframes for new web pages and sites.

9. Assist in indexing the groups image library, developing the photographic style and commissioning new material.

10. Co-operate in any staff development activities required to effectively carry out the duties of the post and to participate in staff review and development schemes, including event support.

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 Luminate 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.

Job Title:	Graphic Designer
Department	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 design degree or equivalent qualification	A
D	Q2. Relevant postgraduate and/or professional qualification	A
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 / T
E	EK2. Excellent knowledge of Adobe InDesign, Photoshop and Illustrator.	A / I
E	EK3. Knowledge of print/production techniques relative to graphic design/printing	A / I
E	EK4. Demonstrable ability to produce speedy, efficient and quality design solutions to meet unexpected issues, developments etc	A / I
E	EK5. Knowledge and skills in the area of Graphic Design (e.g. typography/layout/image manipulation)	A / I / T

E	EK6.Experience of brand guardianship and collaborating across organisation to support maintenance of brand identity	A / I
E	EK7.Demonstrable examples of applying innovative approach to design	A / I / T
E	EK8.Experience of producing animations in Adobe After Effects.	A / I
D	EK9. Experience of producing wireframes in Figma.	A / I
D	EK10. Experience of video editing in Premiere Pro.	A / I
D	EK11. Experience with email template campaign in Mailchimp or similar.	A / I

Skills and Competencies		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	SC1. Excellent software and technical skills	A / I
E	SC2. High quality literacy and numeracy skills	A / I
E	SC3. Good levels of customer liaison and problem solving abilities	A
E	SC4. Strong all-round design based skill set and be comfortable working on both print and digital projects	A
E	SC5. Designing for digital media, marketing and website collateral/content	A / I
E	SC6. Good quality archiving and record keeping to provide a rich and diverse archive portfolio of work for future reference	A / I
E	SC7. High quality, mass information and editing skills on both word/text and data files	A / I
E	SC8. Ability to solve information, communication and/or presentation problems creatively	A / I
E	SC9. A passion for graphic design and pushing the boundaries of innovation	A / I
E	SC10. Be enthusiastic, energetic and focused on delivering outstanding results, be open, approachable & responsive	A / I
Behavioural, Values and Ethos		

Essential (E) Desirable (D)	Criteria	Method of assessment
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