**JOB DESCRIPTION**

**POST: Senior Graphic Designer**

**LOCATION: UCFB Wembley campus, London, plus opportunity for remote working**

**SALARY: £27,000 – £29,500 per annum plus £3,000 London Weighting allowance (total salary package £30,000 – £32,500 depending upon qualifications and experience)**

**POST OBJECTIVES:**

Joining the design team of an award-winning Marketing department at University Campus of Football Business (UCFB), the Senior Graphic Designer will be part of an exciting array of projects that vary in scope and scale.

Producing and implementing print, web and digital design work, the designer will also be supporting video and content production via the creation of various design assets.

Below is a quick summary of the main type of work required:

**PRINT** – photo manipulation, illustration and publication layout

**WEB DESIGN** - web site design and UX understanding – from flat design to style code tags

**VIDEO EDITING** - asset production and timeline editing – footage formats manipulation and rendering for publishing

 **GRAPHIC ANIMATION** – asset production, key frame animation for HTML banners

**KEY TASKS:**

* Frequent tasks will include everything from image sourcing and resizing, manipulation, colour correction and colour grading, vector-based design for icons and clip-art and layouts composition for illustrations, posters, brochures and leaflets, as well as digital banners for online marketing and social media use
* To look after the website design in order to help implementing the look and feel from a flat design via the correct use of HTML and CSS tags ready for publishing.
* To produce compatible assets for video publishing and a basic understanding of the classic timeline/key-frame editing. Of great advantage would be any knowledge of graphic animation for the production of HTML banners via Adobe Animate and Adform online studio.
* Facilitate the production of creative briefs in order to identify client needs and the appropriate design solution
* Ensure all projects are logged correctly into our internal management system and completed efficiently and on time
* Maintain a consistent look and feel across all company assets (print and digital collateral, website and other customer facing channels) while adhering to brand guidelines
* Liaise with and assist the wider UCFB Marketing team on any other content production and content seeding tasks where required
* There will also be room for larger projects including campaign design, concept creation and branding
* To undertake appropriate staff development and professional training in line with the business objectives of UCFB
* To work within the policies of Health and Safety and Equal Opportunities
* To work flexibly and responsibly and undertake any other duties relevant to the level of the post

During the interview process you will need to demonstrate (via a design task and consequent discussion), a high level understanding of technical design good practice and principles on any type of design task you may face.

In particular, we will be looking for:

* Brief key elements and interpretation
* Relations between *message* and type of *assets*
* Typography
* Positioning and layout
* Correct use of colours
* Digital and printed graphic

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| **Person Specification** |
| **HEI:** UCFB  | **Location:** UCFB Wembley Campus |
| **Department:** Marketing & Student Recruitment | **Responsible to:** UCFB Design Manager |
| **REQUIREMENTS** | **ESSENTIAL** | **DESIRABLE** | **METHOD OF ASSESSMENT\*** |
| **1. Qualifications & Training** | Graphic design degree, qualification or similar work experience | Design degree or equivalent | 4 |
| **2. Previous Work Experience** | Graphic design for print and digital/web design at middleweight level (with supporting portfolio) | Graphic design experience in the Sport and/or the Education industry | 2 & 4 |
| **3. Specific Knowledge/ Skills/ Abilities Required** | Graphic design principlesLayout composition Printing processTypographyPhoto retouching and image manipulation (colour correction and colour grading)Web productionAdobe Creative Cloud skills:Photoshop, Illustrator, InDesignBasic HTML and CSS skills as well as UI/UX principles are required | Video editing and video graphics manipulation via Adobe Premiere Pro and After EffectsA passion and understanding for the Media industry of Football, Sport and Education sectorAdditional Adobe Creative Cloud skills:Lightroom, Bridge, Premiere Pro, After EffectsUnderstanding of Email design aspects and coding issues | 3 |
| **4. Motivation/ Attitude** | Outgoing and professionalHighly creativeExcellent organiserNatural communicatorA can-do attitudeA solid team ethicKeen to learn and progress their design careerBelief in our mission, purpose and values: <https://www.ucfb.ac.uk/about-ucfb/our-vision-mission-and-values/gis/> | A passion for sport.A passion for education.A passion for marketing, sales or business growth. | 1 & 2 |
| **\*1=Application Form; 2=Interview; 3=Test/Presentation; 4=Documentary Evidence** |

**Terms and Conditions of Employment Relevant to the Post**

**Job Title:** Senior Graphic Designer

**Hours:** 8:30 am – 5:00 pm, full time

**Salary:** £27,000 – £29,500 per annum plus £3,000 London Weighting allowance (total salary package £30,000 – £32,500 depending upon qualifications and experience)

**Work Base:** UCFB Wembley Campus (plus opportunity for remote working), but any of UCFB’s premises as may be required

**Holidays:** 33 days paid holidays, including the usual public holidays in England and Wales

**Benefits:** Christmas/ New Year closure period (10 discretionary days inclusive of bank holidays), cycle to work, Perkbox, birthday off, annual staff events, pension (statutory auto-enrolment scheme), occupational maternity/ paternity pay after qualifying period

**Subject to:**

*Satisfactory DBS check*

*Satisfactory completion of the Probationary period*

*Right to Work in the UK: Compliance with Asylum and Immigration Act 1996 and Immigration and Asylum and Nationality Act 2006*

*Evidence of stated qualifications relevant to the post*

*Evidence of membership of relevant professional bodies as stipulated by the post*

*Not being subject to a Football Banning Order or any lawful prohibition on entering a football stadium in the UK*