

**Job Description**

<b>Job Title</b>	<b>Graphic Designer</b>
<b>Department</b>	<b>Marketing and Communications</b>
<b>Grade</b>	<b>6</b>
<b>Scale</b>	<b>26-28</b>
<b>Contract</b>	<b>Permanent</b>
<b>Location</b>	<b>East Ham (base) with expectation to regularly travel to other campuses where required</b>

**Our Vision & Values**

*“To develop the skills, confidence and qualifications for local people to lead rich lives and build great careers.”*

**College Values**

- A** **Ambitious** – We are highly ambitious for our students and staff with a relentless drive for excellence in everything we do.
- S** **Successful** – We build resilience and determination to achieve great results, celebrating individual and collective success.
- P** **Professional** – We foster high levels of professional standards, with an emphasis on integrity and accountability.
- I** **Innovative** – We strive to be at the forefront of innovation for education, skills and employment.
- R** **Respectful** – We celebrate our inclusive and diverse culture, valuing our students, staff and stakeholders.
- E** **Engaging** – We are committed to developing partnerships, listening to students, staff and employers to inform our decision making.

**Equality of Opportunity**

The college has a strong commitment to working towards the implementation of equality of opportunity in both service delivery and employment. The College's mission and strategic objectives directly support this aim. All employees are required to actively support the development, dissemination and implementation of this aim and related policies and programmes.

**Safeguarding of Children and Vulnerable Adults**

The College is committed to safeguarding and promotes the welfare of all learners and expects its staff to share this commitment. In addition, they will also state that the College is committed to safeguarding and promotes the welfare of all learners and expects its staff to share this commitment. All posts in the College are subject to an Enhanced DBS check and Barred List check.

## Job Purpose

This role provides an exciting opportunity to take creative ownership of design projects, working in a vibrant and supportive environment where your ideas and initiative will directly contribute to Newham College's growth and success.

As a Graphic Designer at Newham College, you will take ownership of developing, proposing, and delivering a wide range of design outputs to support our marketing and communications efforts. You'll work across digital and print media, creating engaging and impactful content that speaks directly to our diverse audience, including young students (14-18), adult learners from entry-level to higher education, employers, staff, parents, and other key stakeholders.

This is a dynamic role for a proactive, enthusiastic self-starter, where you will lead the creation of high-quality design solutions that meet the strategic goals of the College.

You will have a "can-do" attitude, excellent communication skills, and the ability to work independently, while forming a key part of a small, collaborative team that supports the wider organisation. You'll also bring a strong understanding of how to tailor design approaches to suit different audience groups, ensuring your creative outputs align with their unique needs and preferences.

## Key duties and responsibilities of the post

- Develop and deliver creative content for digital and print media, ensuring consistency with the College's brand.
- Be instrumental in developing, implementing, and safeguarding our brand identity.
- Tailor design outputs to engage diverse audiences, including students, employers, and parents.
- Take ownership of design projects, from concept to production, ensuring timely delivery.
- Contribute to the College's social media and website content, including photography, video, and rich media.
- Support marketing campaigns and events through compelling visual materials and in-person support.
- Ensure effective archiving and management of visual assets, maintaining high standards of quality and organisation.
- Promote and enhance the College's image by identifying PR opportunities and delivering creative solutions.
- Collaborate with internal teams while driving independent projects to completion.

- Contribute to the College’s sustainability goals by integrating eco-friendly design practices where possible.
- Support the College’s initiatives to achieve Net Zero carbon goals by considering sustainable design and production methods.
- Ensure compliance with the College’s Health and Safety policies in all aspects of your work.
- Support the marketing team in achieving recruitment targets across various markets, contributing creative solutions that drive engagement with prospective students and other stakeholders.
- Demonstrate flexibility and adaptability in managing multiple projects, adjusting plans and resources as needed to meet changing demands and priorities.
- Continuously seek ways to improve processes and deliver value for money in all design and production activities.
- Maintain a positive, solutions-focused attitude, bringing fresh ideas and creative perspectives to every project.
- Participate in ongoing personal and professional development to enhance your skills and support the strategic needs of the College.

This role offers the chance to take ownership of your work, drive innovation, and directly impact Newham College’s success through your creativity and design skills.

**Person specification:**

<b>Person Specification</b>		<b>Essential</b>	<b>Desirable</b>	<b>Method of assessment</b>	<b>Shortlisting Criteria</b>
<b>1</b>	<b>Education / Qualifications</b>				
<b>1.1</b>	English Language GCSE / GCE A-C Grade or equivalent	Yes		Cert	Yes
<b>1.2</b>	Degree or recognised professional qualification at level 4 or above in a Graphic Design, Media or similar or a willingness to work towards.		Yes	Cert, IV	Yes
<b>2</b>	<b>Experience / Knowledge</b>				
<b>2.1</b>	Experience of working within a marketing & communications environment	Yes		AF, IV	Yes
<b>2.2</b>	Experience of setting up, implementing and developing communication and marketing strategies	Yes		AF, IV	
<b>2.3</b>	A strong portfolio of digital and print based design & photography	Yes		AF, IV	Yes
<b>2.4</b>	Excellent written and oral communication skills - This role demands an articulate command of the English language and the ability to engage with the reading style		Yes		

	and phraseology of our target audiences, ensuring all content across the websites are written in house style.				
<b>2.5</b>	Experience in using digital and new technologies and linking them with marketing and communications activities		Yes	AF, IV	
<b>2.6</b>	Experience of working with the Adobe Creative Suite.	Yes		AF,IV	
<b>2.7</b>	Flexibility, ability to prioritise workloads effectively and project manage.		Yes	IV	
<b>2.8</b>	Keen interest in emerging web trends and knowledge of new media and its trends including an understanding of the youth market.	Yes		IV	
<b>2.9</b>	Customer-focussed attitude and ability to build relationships and effectively influence stakeholders at all levels.		Yes	IV	
<b>2.10</b>	Understanding of adapting brand values online.		Yes	IV	
<b>2.11</b>	An understanding of developments in online technology and digital marketing techniques.		Yes	IV	
<b>2.12</b>	Ability to create engaging content eg photography, particularly film or written editorial	Yes		Af,IV	Yes
<b>2.13</b>	Experience of working in a further education environment		Yes	AF, IV	Yes
<b>2.14</b>	Experience of working in a multi-site group based organisation		Yes		Yes
<b>3</b>	<b>Skills / Abilities</b>				
<b>3.1</b>	Excellent IT, information management and reporting skills		Yes	IV	
<b>3.2</b>	Ability to be proactive in identifying opportunities for developing and improving marketing systems	Yes		IV	
<b>3.3</b>	Excellent organisational and time management skills, including the ability to set and meet objectives, prioritise tasks and manage projects	Yes		IV	
<b>3.4</b>	Excellent communication skills, both oral and written, including the ability to liaise effectively both with College Group staff and with staff of outside bodies at a range of levels.	Yes		IV	
<b>4</b>	<b>Qualities / Occupational Requirements</b>				
<b>4.1</b>	To have an understanding of, and commitment to Equal Opportunities	Yes		IV	
<b>4.2</b>	A highly professional approach to work, demonstrating positivity, flexibility, integrity, customer care and sensitivity to the needs of students, and colleagues.	Yes		IV	
Evidence of criteria will be established from: AF – Application Form, IV – Interview, Test – Skills test / Prepared question / presentation, Cert – Certificate checked by Interview Panel					