



**Role:** Graphic Designer

**Position:** 37.5 hours per week over five days. 8.30am to 5pm.

**Salary:** up to £24,000 depending on skills and experience

**Hours:** 37.5 hours between 8.30am and 5pm with one hour unpaid for lunch.

This is a full-time post with 40 days' holiday a year (including public holidays), which will normally be taken during school holidays. The Graphic Designer will sometimes work outside normal working hours to support projects, school functions or events.

### **The role**

We are looking for a Graphic Designer to join the Marketing team. This is an exciting newly created role, where you will be working across both Haberdashers' Boys' and Girls' schools (known as Haberdashers' Elstree Schools).

The role of Graphic Designer is to support the Marketing team (which will consist of a Marketing Officer, Marketing Manager, PR and Communications Manager and Director of Marketing, Communications and Culture) across all stages of a project from concept creation through to completion/production to develop and maintain a visually engaging and compelling profile for the schools that clearly communicates its values.

You will be responsible for creating and developing all aspects of graphic design and video assets to support the schools; including all internal and external marketing communications (advertising campaigns, social media channels, admission related materials, school publications, leaflets, brochures and posters, stationary, merchandise and all required materials for major school events such as open days and fundraising days).

### **The Marketing department**

The Marketing department is a dynamic and busy team working together to promote Haberdashers' Boys' and Girls' schools (known as Haberdashers' Elstree Schools). The joint Marketing department is a new team and has been created to support the 10-year strategy for the schools. All marketing, communication, PR and design is managed through the department and it plays a fundamental role in brand awareness, pupil recruitment, parent and alumni support.

The marketing department works closely with both schools' Admission teams to organise Open Days and other admission related mornings and additionally the Development team for fundraising activities, general school events and productions.



## **Role will include but not be limited to the following responsibilities:**

### Experience

- Understand creative vision of the department and take direction from senior members of the team
- Maintain brand consistency throughout your work, using the existing brand guidelines
- Advising on new ways to design/market our materials and present them better visually (and adapting the brand guidelines if required)
- Keep abreast of current design trends
- Work on projects from start to finish — working collaboratively across teams on conceptualisation, creation and implementation
- Work under direction and using your own initiative to complete design tasks
- Manage workloads independently and deliver within agreed timings in a fast-paced environment
- Develop design solutions that will make our audience stop and engage, compared to our competitors.
- Use your multimedia design skills across all disciplines to experiment with visual language.
- Work with the Marketing team to design impactful and engaging marketing campaigns
- Design/produce all printed marketing material
- Design/produce social media content
- Support the Marketing Officer to ensure all social media and website content are on brand
- Creation of original artwork for open days and events
- Support with setting up templates for modular design for efficient adaptation
- Creation and updating branded templates for the school (in PowerPoint, Word and InDesign)
- Develop all infographics and data visualisations.
- Own and evolve our multimedia design and execution, experimenting with imagery, gifs, video and animation
- Take photos at events across the school including guest speakers, sports fixtures and concerts and photo edit.
- Be responsible for organising an easy to navigate photo stock gallery
- Assist with video shoots and filming
- Build a catalogue of third-party contacts (for example printers).

### Qualifications Skills and knowledge

- Strong working knowledge of the Adobe package: InDesign, Photoshop, Illustrator (After Effects knowledge would be beneficial)
- Proficiency in Microsoft software – Teams, Word, Excel, PowerPoint.
- A degree in Graphic Design or similar subject
- A photography course would be beneficial
- Good repro and digital knowledge
- Strong portfolio of work demonstrating typography and layout skills, print and digital, social, web content and advertising principles.
- A meticulous eye for detail, especially in adhering to brand guidelines and proof-reading.
- Excellent verbal and written communication skills with confidence to clearly present conceptual ideas
- Someone who love new ideas, takes initiative, is enthusiastic and happy to share their thoughts

- Someone who is able to multi-task, incredible organisational skills, with the ability to meet deadlines for multiple projects.
- Experience in content creation for social media channels, proficiency in best practices for content production for Facebook, Instagram, YouTube
- A desire to be an ambassador for the brand
- A desire to continually improve and create market-leading design.

## General

- Promoting and safeguarding the welfare of children and young persons for who you are responsible and with whom you come into contact.

## Personal qualities

Our brand values are what we hold dear as a school, the core beliefs that we stand for.

- **Ambition:**

We set our sights high in terms of what we want to achieve as individuals and as a community, in and outside the classroom, aspiring to achieve our full potential in whatever we put our minds to.

For your role, this means you will have high professional standards and expectations of yourself; comfortable working at a fast pace with intelligent and articulate colleagues and aspiring to achieve your full potential.

- **Curiosity:**

In a diverse world, we believe that growth comes from not standing still. We are driven by an unending desire to learn and improve, not standing still and having an open and enquiring mind to anything we face.

For your role, this means you will be at the forefront of design trends and culture, always looking to improve. You will find different solutions to our creative challenges and demonstrate initiative on a daily basis.

- **Courage**

We believe in the courage to face challenge, embrace opportunity and step out of our comfort zones to grow and become our best selves, whilst also having courage in our conviction, remaining true to our moral compass and what we believe is the right thing to do

For your role, this means you will show willingness to take risks and model creative courage. You will have strong personal principles and the capacity to handle difficult situations with calm and care as they arise.

- **Community**

Since we were founded, we have had an inherent responsibility to our diverse internal and wider community and continue to dedicate ourselves to nurturing it and supporting each other to be our best selves.

For your role, this means you will show a willingness and ability to establish positive relationships with teaching and non-teaching staff and students, demonstrating high levels of cultural humility.