Gravesham Borough Council

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| Division: | Chief Executive’s |
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| Department: | Communications |
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| Post Title: | Multi-media design officer  |
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| Grade: |  |
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| Hours | 37 – Flexibility is needed in terms of hours worked to meet deadlines and deal with urgent matters. |
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| Responsible to: | Communications Manager  |

**Job Description**

This job description is intended as a working document only, giving a guideline to the major tasks to be performed. It is anticipated that the post will develop as working practices change in order to meet the demands of the service, new legislation or policies of the council. It is expected the post holder will contribute to and assist in the development of such changes

**Job summary**

To support the council in delivering against its Corporate Plan #OneCouncil commitment to be a trusted authority, create a strong and trusted brand for the council and protect that brand externally with the public, partner organisations and the media and internally with all staff and Members

**Main responsibilities**

Produce creative designs and layouts, from initial brief to finished products, and ensuring designs and layouts adhere to brand guidelines.

Preparing print-ready artwork and liaising with the council’s in-house reprographics team and external contractors to ensure products are produced to deadline.

Scheduling print and production work and managing projects to ensure all deadlines are met.

Preparing social media and other digital channel artwork.

Preparing Powerpoint slide shows and presentations.

Design display material and associated collateral for council public consultations.

PDF editing and full pdf workflow.

Photography and videography of council and partner events.

Liaising with suppliers to ensure products and services are delivered on time.

Specifying print requirements.

Proofing design documents and taking in corrections from council officers and partners.

Copywriting where required.

Developing and overseeing introduction of new or updated brand guidelines as required.

Attending and contributing to internal and external design briefings.

**General**

To carry out such other duties as may be required of you, commensurate with the grade and level of responsibility, as directed by the Communications Manager.

A commitment and contribution to the Council’s Equal Opportunities Policy is an essential requirement of the post.

The post holder will carry out all duties and activities having regard to the provisions of the Health and Safety at Work Act 1974, and in accordance with any instructions from senior members of staff under that Act or any Council or Departmental Codes of Practice or Procedures.

The post holder must ensure that data quality and integrity is maintained and that data is processed in accordance with council policy, the Data Protection Act, the Freedom of Information Act and other legislation

The post holder will comply with Statute and Council Policy in all respects.

An awareness and commitment to section 17 which places a statutory duty on police and local authorities to work in partnership to reduce crime and promote community safety. It is also required that community safety is to be a thread running through all functions of the LA

A commitment to excellent customer service and the values of the Council

**Multi-media design officer - Person Specification**

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| Characteristic | Specification |
|  | Essential | Desirable |
| **Skills/abilities**(Specific skills and abilities required to undertake the duties) | - Excellent interpersonal and verbal and written communication skills- Ability to think strategically,work creatively and work under pressure.- Ability to build internal and external relationships |  |
| **Knowledge**(Particular knowledge which will be necessary to perform the work effectively, e.g. of specific legislation or regulations) | - Knowledge and understanding of marketing and digital media- Good knowledge of Photoshop, InDesign, Illustrator, Acrobat Pro, Premiere Pro- Knowledge of using social media channels such as Facebook, X and Instagram- Knowledge of a variety of writing styles. | - knowledge of public sector operations |
| **Qualification training** (Educational/vocational qualifications and other training)**Verification will be required** | - Educated to degree level orequivalent in graphic design, or be able to demonstrate an equivalent level of experience within the graphic design field |  |
| **Experience**(Level and type of previous experience) | - Experience of developing positive relationships with a range of internal and externalstakeholders  | Previous experience of working in or alongside the public sector (either local government or the voluntary/community sector |
| **Qualities**(Particular qualities necessary to carry out the works, e.g. ability to work under pressure or work co-operatively in a team) | - Highly articulate, with excellent written, communications and presentation skills - Confidence to deal with peopleat all levels and from a variety oforganisations.- Able to manage a complex and varied workload.- Able to work under pressure.- Excellent Team worker.- A keen and critical eye for detail both written and creative.- Able to work with minimalsupervision.- Organised and methodicalapproach. |  |
| **Special conditions**(e.g. willingness to work unsocial hours or wear a uniform) |  | Clean driving licence |