

Recruitment bulletin: Designer

ASDAN is a successful national education charity and awarding organisation whose qualifications, programmes and curriculum resources are used by more than 3,000 schools, colleges and other education providers in the UK and internationally.

We are looking to appoint a Designer to the ASDAN Development and Design team, based in our Bristol office.

This is an exciting new position for a creative designer to bring their design skills and expertise to a charity with ambitious plans for the future. We are looking for an experienced and capable individual to produce high quality designs for ASDAN resources, marketing and training materials. The post holder will be required to work within ASDAN's existing technical brand guidelines to reinforce the strength of our brand, while bringing fresh ideas to new developments. This is an excellent opportunity for someone to further their career working for a successful organisation with strong ethical vision and values.

CONDITIONS OF SERVICE

Contract:	Permanent
Salary:	Circa £27,000
Hours of work:	Monday – Friday, 37.5 hours a week
Pension:	Scottish Widows, post holder has option of two levels: employee 3% and employer 6%; or employee 6% and employer 9%
Leave entitlement:	starting at 24 days rising an additional day per year to a maximum of 32 days, in addition to statutory bank holidays
Location:	St George, Bristol

Please see the following pages for full details of the role description and person specification.

HOW TO APPLY

To apply for this position please email a cover letter outlining your suitability for the post, CV and a completed application form marked 'Private and Confidential' to personnel@asdan.org.uk

Within your application please outline your relevant skills and experience, referring to the person specification and role description as appropriate, and provide a clear outline of why you feel you would be a suitable applicant for the position. Please also include a link to examples of your work or portfolio.

Closing date: Thursday 28 November 2019.
Interviews will be held in Bristol on Thursday 5 December 2019.

For further information about ASDAN, please visit our website: www.asdan.org.uk

For an informal discussion about this post, please contact Jemma Davies:
jemmadavies@asdan.org.uk 0117 954 3961

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ROLE DESCRIPTION

Accountable to:	Principal Designer
Responsible for:	n/a
Liaison with:	Marketing and Communications team

JOB PURPOSE

To produce high quality and creative designs for ASDAN resources, marketing and training materials, in order to maximise the value of ASDAN products and resources, and reinforce the strength of ASDAN's visual brand.

RESPONSIBILITIES

- 1) Produce consistent and effective designs for ASDAN materials
- 2) Maintain the library and tracking system for ASDAN products
- 3) Produce training materials for ASDAN training workshops and INSET
- 4) Provide design support to the Marketing and Communications Team

KEY DUTIES

1. Produce consistent and effective designs for ASDAN materials

- a) Produce high quality creative designs for print and digital applications.
- b) Produce consistent designs in accordance with the ASDAN technical brand guidelines, following guidance from the Principal Designer.
- c) Lay out ASDAN publications and resources using existing design templates.
- d) Create new design templates for ASDAN publications and resources.
- e) Contribute to proofreading ASDAN materials.
- f) Keep up-to-date with design trends and techniques, seeking opportunities to develop and maintain own skills.

2. Maintain the library and tracking system for ASDAN products

- a) Track and log updates to ASDAN products and resources.
- b) Maintain the library of print files for ASDAN products and resources, working with the Publications & Premises Manager to ensure that up-to-date files are available.
- c) Maintain the library of electronic and sample copies of ASDAN products and resources, ensuring that up-to-date files are available.
- d) Work with the Communications and Marketing Manager to ensure that resources and product information on the ASDAN website are kept up-to-date.
- e) Use internal communication systems to ensure that relevant staff are kept informed of new resources.
- f) Log and respond to requests for accessible versions of ASDAN products, in accordance with ASDAN's equality and diversity policy and accessibility processes.

3. Produce training materials for ASDAN workshops and INSET

- a) Work with the Head of Relationship Management to track and log termly updates to training materials.
- b) Lay out ASDAN training materials, in accordance with the ASDAN technical brand guidelines.
- c) Maintain the library of print files for ASDAN training materials, working with the Publications & Premises Manager to ensure that up-to-date files are available.

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- d) Maintain the library of electronic copies of ASDAN training materials, ensuring that up-to-date files are available.

4. Provide design support to the Marketing and Communications Team

- a) Prepare design concepts for ASDAN communications and marketing campaigns.
- b) Produce creative designs for ASDAN communications and marketing materials.
- c) Source imagery to illustrate communications content, such as blogs and news stories.

5. In common with all staff

- a) To support the charitable purposes of ASDAN.
- b) To actively work to secure the sustainability and growth of ASDAN.
- c) To manage ASDAN's resources effectively and efficiently.
- d) To provide the highest standards of customer service to customers of ASDAN.
- e) To support collective leadership, development and relationship building across ASDAN, and with relevant markets and stakeholders.
- f) To participate in ASDAN's annual review process and undertake appropriate training and development, ensuring up to date knowledge and practice is applied and maintained for the efficient and effective performance of the post, supporting ASDAN's strategic objectives.
- g) To effectively promote the safety and well-being of children, young people and all vulnerable individuals, in line with ASDAN's safeguarding policy.
- h) To uphold and promote ASDAN's Equality and Diversity policy and practices, respect the unique contribution of every individual and work positively in an environment that promotes equality and diversity.
- i) To ensure awareness of and compliance with all health and safety requirements in accordance with the provision of health and safety legislation.
- j) To keep up to date, so far as is necessary, for the efficient execution of the role, with new legislation, procedures and methods.
- k) To comply with the requirements of GDPR (General Data Protection Regulation) and follow good practice with regards to the security and confidentiality of information
- l) To present an appropriate professional image of ASDAN.

It should be understood that this job description may change as ASDAN develops, following discussion and agreement with the post holder. The post holder will be expected to adopt a flexible approach to ensure the efficient and effective running of ASDAN. The post holder will have full opportunity to discuss and be active in changes or developments.

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PERSON SPECIFICATION

Qualifications

- Education to degree level or equivalent in a design or other art related subject

Experience and evidence of: (E = essential, D = desirable)

Creating brand and product content for print and digital projects	E
Using Adobe InDesign, Illustrator and Photoshop	E
Using Microsoft Office software, particularly Word and PowerPoint, to create designs	E
Managing multiple projects and competing priorities	E
Using Adobe Lightroom, Premiere Pro and XD	D
Creating designs for educational resources	D

Skills, knowledge and expertise: (E = essential, D = desirable)

A creative eye, with excellent design skills and attention to detail	E
Strong communication skills, with the ability to build relationships with internal and external contacts	E
A desire to learn and continuously improve	E
Excellent time management skills	E
Brief writing and project management skills	D
Photography, illustration and artworking skills	D
Knowledge of or interest in education	D

Personal qualities

- Highly professional standards of behaviour at all times
- Highly motivated and proactive
- A collaborative team player
- Calm under pressure and in changing circumstances,
- Flexible, friendly and helpful
- Able to work positively and creatively, combining a responsible approach to securing ASDAN's core business and heritage with an entrepreneurial approach to winning and growing new business