Versus Arthritis

Job Description

Job title: Graphic Designer

Reports to: Creative and Brand Manager

Department: Brand and Marketing

Directorate: Income and Engagement

Our vision

A future free from arthritis.

Our mission

We won’t rest until everyone with arthritis has access to the treatments and support they need to live the life they choose with real hope of a cure in the future.

To deliver our mission we invest in world class research, deliver high quality services and campaign on the issues that matter most to people with arthritis. We have developed an ambitious five-year strategy, complimented by our research strategy to help us achieve our vision and mission.

**Our values**

We are United, Compassionate, Inclusive and Brave in all that we do.

**Income and Engagement (I&E) Directorate**

The Income and Engagement Directorate drives action across audiences to deliver the income that funds the charity’s work and the income growth that funds its ambitions. We play a key role in transforming awareness of arthritis, building the charity's profile and develop a strong, active and loyal community of support. The directorate brings together traditional fundraising streams, earned income opportunities and strategic communication planning to maximise engagement with our supporters to deliver on our goal to be a sustainable organisation.

We are responsible for brand, marketing, communications and content together with targeted income propositions. Alongside putting people with arthritis at the centre of our work, we use insight, evidence and a test and learn approach to create and refine everything we do.  We are fortunate that 80% of our supporters are made up of people living with arthritis. We inspire and motivate people and partnerships to get us nearer to our shared vision of a future free from arthritis.

Job purpose

The Versus Arthritis Brand and Marketing team tells the stories of our impact as a charity, as well as the lived experience of people with arthritis. The team delivers creative and content through the continued evolution and application of our brand identity.

Working within a dynamic team of creatives, as the Graphic Designer, you will support corporate campaigns and teams across the organisation in creating a wide-variety of branded collateral for print and digital outputs in a rewarding organisation that is doing powerful work making a difference to those with life-changing conditions each and every day.

Main duties

* Working within the Creative Studio to help create print and digital collateral for the organisation that links back to the strategic ambitions of Versus Arthritis. Not only will you help to support our drive to reach, inform, signpost and support people and their families who are affected by arthritis, you will help us to galvanise the wider arthritis community and help them move forwards in achieving their goals as well as ours.
* Producing and influencing creative/design that is delivered according to brand guidelines in line with our organisational strategy, style guides and the needs of other stakeholders, tone of voice guidelines, accessibility design regulations to ensure that our work is accessible to all.
* Support and influence the delivery of creative content that helps achieve the ambitions of our organisation, its campaigns and initiatives.
* Build key relationships with internal stakeholders including Marketing, Communications, Policy and Public Affairs, Digital and Fundraising teams in order to provide brand insight and support.
* Support the organisation to self-serve with brand assets by creating templates through online portals such as Right Market.
* To embrace, embed and deliver the organisational values, commitments and culture including equality and diversity, throughout all activity.
* To ensure all designated training is completed and all activity is delivered in line with organisational policy and practice.
* To embrace a safeguarding culture where everyone has responsibility for the safeguarding and wellbeing of vulnerable adults and children.
* To undertake any other duties as appropriate to the role and organisational requirements.

**Key stakeholders and relationships (internal/external)**

* Lead Designer/Creative Manager.
* Head of Brand and Marketing.
* Business partner client.
* Account and Studio Lead.

End of Job Description. Person Specification on following page.

Versus Arthritis

Person Specification

Experience and knowledge

* A knowledgeable, skilled and experienced Graphic Designer with strong demonstrable experience of working either in an agency or in-house.
* Experience of creating artwork for print and digital use. This could include working with booklets, leaflets, templates, infographics, web banners, adverts, layouts, posters, promotional material and campaigns.
* Experience of working on a variety of different projects covering typography retouching designs and working with illustrations.
* Experience of both creating assets both from concept to delivery as well as art working existing assets.

Skills

* Demonstrable skills using the latest Adobe Creative Cloud software suite including Illustrator, Photoshop, InDesign, After Effects and Premiere Pro.
* Demonstrable skills of understanding and working effectively and intuitively with brand guidelines and templates.
* Demonstrable creative flare and making contributions to design solutions
* Experience of adapting artwork based on client feedback and proofing client amends.
* Ability to work on a number of design projects at any one time and to be flexible and willing to react quickly to fast turnaround times.
* Skilled in creating, preparing, proofing and checking print-ready artwork, for sign off by the client and our Lead Designer and Creative Manager.
* Excellent communication skills, and the ability to explain creative ideas and communicate to a range of internal audiences.

Desirable experience, knowledge and skills

* Knowledge of musculoskeletal conditions.
* Experience of working in a charity, public health, healthcare, medical or related setting and good knowledge of the health and social care landscape including health policy, decision making structures and care pathways.
* Experience of, or an interest in, videography and video editing and motion graphics video.
* Previous experience or willingness to learn After Effects and Premiere Pro as the role develops in order to support the Lead Designer and Multimedia Producer.

Criminal record check

Versus Arthritis is committed to keeping children, young people and vulnerable adults safe from harm. We will undertake safer recruitment practices and relevant checks applicable for the role.

This role DOES NOT require a criminal record check.

End of Person Specification.