



OAKLANDS COLLEGE

JOB DESCRIPTION

CAREER FRAMEWORK	Marketing
JOB TITLE	Graphic Designer
LEVEL	SCP 22,23,24,25 £24,928 - £27,237
REPORTING TO	Marketing Manager

SUMMARY OF POST

The Marketing Team at Oaklands College drives the recruitment of future students through events, advertising, digital platforms and social media.

We are looking for an energetic graphic designer to join us. Using our extensive library of images and adding further content, you will be working on a several design projects for major collateral and scores of smaller requirements, for marketing campaigns and internal customers across the College.

Key Responsibilities

- To produce creative, innovative and dynamic artwork using QuarkXPress In Design and PhotoShop and other computer-based packages in the production of course literature and to support promotional campaigns.
- To research, gather copy and design the College literature in liaison with Learning and Skills areas and other relevant services.
- To manage the design and provide materials to update the information on the College website in partnership with the College's ICLT service.
- To liaise with printers and reprographics houses in order to obtain quotations for work and to monitor the quality of print production.
- To be responsible for organising and taking photographs at College Events for promotional purposes.
- Design, development and execute events and publicity materials for student recruitment campaigns and to promote courses and events.
- Prepare and deliver professional presentations about the College to a range of client groups.
- Take an active part in corporate schemes such as self-assessment, appraisal, and staff development.

General and College Responsibilities

- Participate actively and flexibly in a range of college-wide activities, such as duty rotas, enrolment and marketing events and staff and student activities.
- Participate in training and team development activities to update skills and knowledge.
- All employees have a general duty in law to take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts or missions.
- Understand and be committed to the College's Health and Safety Policy statement and the College's safety priorities and be aware of his/her contribution to such priorities.
- Be aware of and comply with the health and safety legislation and other College requirements that are relevant to his/her post.

- Demonstrate commitment and enthusiasm to promote the principle of equality and diversity in employment and service delivery.
- Be familiar with and promote the Equality and Diversity Policy.
- Be familiar with Child Protection requirements as outlined in the Child Protection Policy and comply with its requirements to safeguard and protect the welfare of children and vulnerable.
- Undertake such additional duties or projects as the Principal or line manager may determine from time to time, after consultation with the postholder

CRITERIA

- RECRUITMENT- Short listing criteria**
- Educated to degree level or equivalent or minimum 2 years' experience in a relevant role.
 - Experience of working in a marketing or similar department
 - Evidence of using Photoshop
 - Evidence of designing and delivering graphic content for campaigns

- ESTABLISHED**
- Completed probation period satisfactorily
 - Attended relevant in-house training courses
 - Evidence of reporting and performance measurement

- EXPERIENCED AND QUALIFIED**
- 2 years in the role
 - Evidence of leading / managing projects to meet the business needs
 - Evidence of CPD
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DEVELOPMENT STAGE – To demonstrate College Values and Behaviours

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PERSON SPECIFICATION

(to be assessed at the interview stage)

Knowledge of business and commerce.
 Ability to work to deadlines and targets.
 Commitment to educational values.
 Ability to work effectively as a team member including 'out of hours' working as required.
 Ability to work flexibly to meet changing needs.
 Commitment to own learning and development.
 Commitment to equality of opportunity.
 Good record of attendance and punctuality.

SKILLS AND EXPERIENCE

Good written and verbal communications skills
 Experience of working effectively as part of a team
 Good organisational and administrative skills
 Advanced practical level of information technology skills e.g.: QuarkXPress, Photoshop
 Demonstrable skill to manipulation imagery to be used for college publications.
 Good personal IT skills including Word, Excel, and PowerPoint and confident in the use of Microsoft Outlook and Inter/Intranet.
 High level of customer service/sales skills including negotiating ability.

Date approved

July 2022

This job description is current as at the date shown above. In consultation with the postholder it is liable to variation by the Principal to reflect or anticipate changes, in, or to, the post and the organisation.

The job description gives an overview of the main responsibilities of the role. The daily job will also involve any other duties and responsibilities, express and implied, which arise from the nature and character of the post.