

Evaluation Date	24/06/14
Grade	8

JOB DESCRIPTION

Job Title:	Designer	Reports to:	Marketing Manager
Department:	Marketing	Location:	Vantage Point
Work Pattern:	Full-time, 5 day/week, worked flexibly	Contract Status:	Permanent

BACKGROUND

Edinburgh Leisure is Edinburgh's biggest provider of Leisure Services, welcoming approaching 5 million customer visitors a year to our 30 venues across the City. We have a total income of almost £30m and as a Not for Profit company, we proudly spend every penny of that on providing and developing our great range of services to make Edinburgh a healthier place.

We want enthusiastic and energetic people who will create a great experience for our customers and share the following values. Edinburgh Leisure **makes a positive difference** by:

welcoming all,
each one of us **caring** about what we do,
being **passionate** about how we do it,
and feeling **proud** of what we achieve

JOB PURPOSE

To design and produce in-house marketing material, providing a quick, bespoke in-house response to keep our customer information up to date and relevant.

KEY RESULT AREAS

Key Responsibility	Expected time spent (%)
<ol style="list-style-type: none"> 1. Carry out design and artwork as requested by our Marketing Officers to fulfil marketing briefs from across the organisation. This will include: <ol style="list-style-type: none"> a. Updating programme and pricing information b. Producing and updating class timetables c. Updating website assets 	60%

<p>2. Creative work: Work with Marketing Officers to design and create new artwork for individual projects to help promote our products effectively. This will include:</p> <ul style="list-style-type: none"> a. Producing new creative material (to include digital, advertising and print) for products or services b. Produce internal communications documents such as annual reports and business plan c. Producing material to enhance venue presentation 	20%
<p>3. Develop and bring to life the external agency concepts for new campaigns to deliver larger corporate projects. This will include:</p> <ul style="list-style-type: none"> a. Creating poster templates for the venues to use b. Updating web design to reflect new creative work c. Produce venue presentation material 	20%

RESPONSIBILITY FOR RESOURCES	
Responsibility for staff:	None
Salary bill for all staff reporting:	N/A
Responsibility for finance and level of financial control:	None
Responsibility for Physical Resource:	Must be able to produce proposals that work within defined budgets
Responsibility for Data and Information:	Will look after our creative material library

GUIDELINES AND EXPECTATIONS

Authorities & Limitations
<p>You will be working on a number of projects and will be responsible for ensuring that you arrange your work to meet all the deadlines.</p> <p>You will provide expertise and advice on design related matters to the organisation, working within the Brand guidelines and the advertising guidelines. You will be able to discuss issues with your manager, but you are expected to come up with recommendations for approval.</p> <p>You are expected to work creatively within the brand and advertising guidelines, using your professional knowledge and skills to complete the work. You need to be able to advocate your design solutions and challenge decision makers (including senior managers) to encourage them to accept a different approach and/or a new look in design.</p> <p>You need to be able to bring in ideas from the external environment, constantly aware of the latest trends and design research and bring this into the work that you produce.</p>

Communication & Representing The Organisation
<p>You will work on design projects as required from the whole organisation. Some of the work will involve being part of a working group to achieve a bigger objective, where you will provide the design input.</p> <p>You will build and maintain a good working relationship with our lead design agency, as the work that you do in-house will support the external agency input.</p> <p>You are a key member of the marketing team and will need to develop and maintain good working relationships with them to ensure that you all work together to deliver each project brief.</p> <p>You use your skills and expertise to ensure that our communication material is presented clearly, with a focus on the key information, while reflecting our brand personality. You will advise managers across the organisation on the presentation of internal and external communications to ensure that the design, artwork and presentation of all material meets guidelines.</p> <p>You need to be able to explain the rationale behind any proposed new creative material and influence and persuade decision makers (including senior management) to adopt new and innovate approaches to design.</p>

Safeguarding Our Customers
<p>You are expected to take an active role in the duty of care to yourself, your colleagues and your workplace – take action if you see a potential hazard.</p>

Problem Solving
<p>You need to interpret briefs – ask questions to identify the requirement, carry out research to identify potential solutions and produce a suitable solution.</p> <p>Identify any key messages and feedback about the design of material from the evaluation of marketing projects and from our customer research, and use this to inform the design of future projects.</p> <p>Ensure that your key artworking projects are included in the annual marketing plan.</p>

Impact On Organization
<p>This is an opportunity for an experienced designer to really help Edinburgh Leisure and the work that we do to stand out. We make a real difference to our community and to the health and wellbeing of our customers – this role will help our brand to life.</p>

JOB DEMANDS	
Physical	This is an office based role, with some meetings.
Mental	<p>You will need to be able to cope with a number of projects and deadlines without impacting on the quality of the creative output.</p> <p>You need to be able to respond effectively to unplanned work at short notice, without impacting on the delivery of planned projects.</p>
Emotional	<p>You need a good understanding of the impact of design on emotion.</p> <p>You will not be likely to face any extreme emotion while carrying out</p>

	this role.
Environmental	You will be working in an open plan office environment.

PERSON SPECIFICATION

Factor	Essential	Desirable
Qualifications and Attainments:	<p>A degree in a design related discipline plus 3+ years design work experience Or the equivalent in alternative qualifications and demonstrable work experience</p> <p>Have a portfolio of high quality design work, demonstrating a breadth of projects and a strong creative approach to briefs</p>	Experience of working as a solo designer
Knowledge and Experience:	<ul style="list-style-type: none"> • Expert in the use of Adobe Creative Suite, in particular photoshop, in-design and illustrator • Experience of working on a wide variety of design brief, from creative concept through to final artwork • Experience of working with creative design and digital artwork agencies • Experience of working with CMS to update websites • Experience of working across disciplines, including print, advertising and digital • Evidence of working with clients and responding successfully to their briefs • Evidence of briefing printers and external suppliers and managing a high quality end product 	Experience of front end HTML web-knowledge
Additional Requirements (e.g. competencies):	<ul style="list-style-type: none"> • Good eye for detail and ability to produce high quality and accurate artwork • Teamwork – influencing others and contributing as part of a team to achieve goals • Creative and innovative designer • Communication skills – written and verbal – good evidence of accurate, creative and innovative information sharing 	

DISCLOSURE/PVG REQUIREMENTS

Basic

I have read and understand this job description and I am clear about what is expected of me in this job.

Signed

Date