

Kent County Council

Job Description: Graphic Designer

Directorate: Deputy Chief Executive's Department
Unit/Section: (MRX) Marketing and Resident Experience
Grade: KR9
Responsible to: Creative Services Manager

Job Purpose

To produce high impact designs across a range of visual assets for multiple channels and platforms (including website, email, social media, display, print and large format), that support the council's marketing and resident experience objectives. To help develop innovative ways to inform, engage and influence audiences and to help maintain and apply the council's brands.

Accountabilities

1. Develop effective graphic design solutions and artwork ensuring simple, high-impact creative in all visual materials.
2. Work closely with the Creative Services Manager and Marketing Designer and collaborate with both across multi-channel campaigns and projects.
3. Ask questions, listen and apply knowledge to define design solutions to business problems and marketing objectives, working to deliver against assigned briefs.
4. Work with MRX colleagues and members of service teams to ensure design jobs are delivered from concept to production on time and within budget.
5. Organise, prioritise, and schedule your own work using tools shared across the team.
6. Co-ordinate your own workload to ensure timely and efficient delivery, taking direction from other members of the team (including the Creative Services Manager and Marketing Designer) as required.
7. Advise team members and other colleagues on matters relating to branding, graphic design principles and design practices and support the Creative Services Manager, as required.
8. Stay up to date with current trends in design and help embed good practice – ensuring consistent awareness of the latest graphic design techniques and technologies.

Footnote: This job description is provided to assist the job holder to know what their main duties are. It may be amended from time to time without change to the level of responsibility appropriate to the grade of post.

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Person Specification: Graphic Designer

The following outlines the criteria for this post. Applicants who have a disability and who meet the criteria will be shortlisted.

Applicants should describe in their application how they meet these criteria.

	CRITERIA
QUALIFICATIONS	<ul style="list-style-type: none"> Design related, degree-level qualification or equivalent
EXPERIENCE	<ul style="list-style-type: none"> Strong graphic design experience in marketing communications or campaign-led environments, working either at an agency or within an in-house team Experience of producing high quality artwork to tight deadlines across multiple platforms and channels Proven experience of working with clients to produce impactful graphic design and quality artwork
SKILLS AND ABILITIES	<ul style="list-style-type: none"> Ability to generate strong graphic design concepts and to create moving graphics and kinetic typography Ability to ask the questions needed to generate an effective brief and deliver high-impact designs to short deadlines Ability to apply design principles, typography, layout, attention to detail. Highly proficient in the use of industry standard design software (including Adobe Creative Cloud including After Effects and Canva). Excellent art working skills including high accuracy High-level communication, storytelling and relationship building skills
KNOWLEDGE	<ul style="list-style-type: none"> Excellent knowledge of both digital and print design and an understanding of brand management. Knowledge of social media, email and other digital channels and the formats for the various platforms and media, as well as video editing, GIF creation and other moving image formats
KENT VALUES AND CULTURAL ATTRIBUTES	<p>Kent Values:</p> <ul style="list-style-type: none"> We are brave. We do the right thing, we accept and offer challenge We are curious to innovate and improve We are compassionate, understanding and respectful to all We are strong together by sharing knowledge We are all responsible for the difference we make <p>Our values enable us to build a culture that is:</p>

	<p>Flexible/agile - willing to take (calculated) risks and want people that are flexible and agile</p> <p>Curious - constantly learning and evolving</p> <p>Compassionate and Inclusive - compassionate, understanding and respectful to all</p> <p>Working Together - building and delivering for the best interests of Kent</p> <p>Empowering - Our people take accountability for their decisions and actions</p> <p>Externally Focused - Residents, families and communities at the heart of decision making</p>
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