

**Directorate:** Children, Young People and Education  
**Unit/Section:** Community Learning and Skills (CLS)  
**Grade:** KR6  
**Responsible to:** Head of Marketing & Sales

### **Purpose of the Job:**

Provide skilled, creative and technically precise design and artwork input to support CLS and the marketing team to enable achievement of marketing objectives. To be responsible for all aspects of design and artwork production.

### **Main duties and responsibilities:**

1. To edit and prepare print ready artwork across a range of media including, brochure, adverts and web banners.
2. To develop design projects to a high standard being responsible for your part of the design brief including liaising with the Marketing team and internal Clients and requesting advice, proof checks or stage development meetings where necessary to ensure it meets client expectations and always before final approval/delivery.
3. To understand and work within brand and corporate guidelines.
4. To provide high quality retouching of images and photography.
5. To identify and resolve design, artwork and print challenges.
6. To work together with the Marketing and digital teams to deliver high quality work to meet deadlines.
7. To communicate progress at every stage of the design and artwork process for the smooth running of work and planning schedules.
8. To understand the organisation's quality management and file management systems and employ a methodical approach to archive management and file organisation.
9. To provide the business with best value by estimating and managing time accurately ensuring that projects are delivered on time, within budget and to the highest quality.
10. To produce dummies, mock-ups and presentation boards to a high level of finish for internal and external presentation.
11. To take responsibility for continuous personal development and learning, helping to identify objectives and opportunities for skills development.
12. To make available detailed project notes to assist in the smooth handover of work during a foreseeable absence.
13. Work closely with colleagues in CLS, KCC and external partners to enable effective planning and deployment of CLS marketing and communication strategy.
14. Operate as liaison with colleagues in CLS, KCC and external partners to enable effective communication within the marketing team.

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

## Kent County Council

### Person Specification: *Creative Artworker*

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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.

	<b>CRITERIA</b>
<b>QUALIFICATIONS</b>	<ul style="list-style-type: none"> <li>• A good standard of English and Mathematics to GCSE A-C grade or equivalent</li> <li>• A degree or HND in Design/Graphics or equivalent level of skill</li> </ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Experience of working in a marketing environment</li> <li>• Experience of budget monitoring</li> <li>• Experience of working to deadlines and responding to short term challenge</li> <li>• A portfolio demonstrating a diverse range of both print and digital based work and clients</li> <li>• Good quality retouching skills</li> <li>• Good typography and layout skills</li> <li>• Accuracy – in everything</li> <li>• Close attention to detail</li> <li>• Good verbal and written communication skills</li> </ul>
<b>SKILLS AND ABILITIES</b>	<ul style="list-style-type: none"> <li>• Ability to use standard CS software including InDesign, Illustrator &amp; Photoshop</li> <li>• Effective planning and organisation skills</li> <li>• Able to work on own and in a team</li> <li>• Ability to listen and communicate effectively to colleagues and internal customers</li> <li>• Well-developed literacy skills</li> <li>• Ability to develop relationships with people and develop partnerships</li> <li>• Ability to use a professional approach and use appropriate tools</li> <li>• Ability to deliver agreed outcomes and deliver to timescales</li> <li>• Ability to listen and communicate effectively to colleagues and internal customers</li> <li>• Creative thinking to achieve communication &amp; marketing objectives</li> </ul>
<b>KNOWLEDGE</b>	<ul style="list-style-type: none"> <li>• Basic knowledge of marketing principles and practice</li> <li>• Knowledge of business administration systems and processes</li> <li>• Awareness of Data Protection and confidentiality issues</li> </ul>
<b>BEHAVIOURS AND KENT VALUES</b>	<p><b>Kent Values:</b></p> <p><b>Open</b></p> <p><b>Invite Contribution and Challenge</b></p> <p><b>Accountable</b></p>