

Job title:	Graphic Designer/Artworker
Job ref:	HFL1252
Hours:	Fulltime - 37 hours per week
Salary band:	Band 4 – Up to £25,000 p.a. plus excellent benefits (depending on experience)
Contract:	Permanent (Will also consider candidates with InDesign experience on a Temporary contract basis, which can become Permanent)
Reports to:	Studio Lead (Graphic Design)
Team:	Graphic Design (Marketing and Communications)
Location:	Head Office – Stevenage

Our company

Herts for Learning Ltd (HfL) is the UK's largest Schools Company. Developed from Hertfordshire Local Authority's education services, the company is now owned and accountable directly to schools, which hold 80% of the shares, and with Hertfordshire County Council (HCC) owning 20% of the shares.

HfL provides trusted, inspirational and collaborative teaching, learning, leadership and business support to schools and education settings in Hertfordshire and beyond. With our not-for-profit ethos at the heart of what we do, we are dedicated to raising standards and improving teaching and learning, we work closely with schools to ensure that our products and services meet their continually changing needs.

Job context

Herts for Learning's Graphic Design team are currently looking for a highly creative Graphic Designer/Artworker with the ability to translate business communications into compelling and engaging visual communication outcomes for print and digital purposes.

Purpose of the job

- To translate business communications into compelling and engaging visual communication outcomes for print and digital purposes.
- Provide the business with graphic design support, advice and innovation.

Main areas of responsibility

- To work closely with Marketing Managers and Marketing Leads (as well as internal clients and business partners where applicable) to understand design requirements using the graphic design briefs provided.
- To create, develop and use a wide range of high quality, creative and engaging designs including concepts, templates, graphics, layouts and illustrations for print and digital outcomes (e.g. brochures, leaflets, reports, corporate literature, educational resources, branding, social media assets, infographics, PowerPoint presentations).
- To keep all clients and the Studio Lead (Graphic Design) informed throughout the process of delivering work (concept, production, print and delivery) and made aware of any challenges as they occur.
- To deliver all design work undertaken on time, on budget and on quality. Liaising with the Studio Lead (Graphic Design) to advise on design/print requirements, budgets and timescales as required.
- To act as a brand champion for HfL, ensuring that the HfL brand and sub brands are used consistently throughout the company and are in keeping with brand guidelines at all times. This will include making brand guideline changes accessible to all HfL staff for their reference.
- To adapt and evolve the HfL brand and sub brands to meet the growing and changing needs of the business.
- To build and maintain effective relationships with HfL's designated printers throughout the design process, ensuring deadlines are met and material is printed to the highest quality possible within budget.
- To build, update and manage the HfL photographic library, ensuring GDPR compliance. This will require occasional attendance at HfL training and events as relevant/required to take photographs when agreed by the Studio Lead (Graphic Design). Please note this will involve occasional travel off site.
- To maintain a clean and organised workstation and manage files on the server as relevant, adhering to the relevant file management procedures, agreed naming and version control protocols.
- To ensure all signed off design work is packaged, archived and backed up correctly.
- To keep up-to-date with industry trends and developments, reporting findings to the Studio Lead (Graphic Design) on a monthly basis to inform the team's future practice as relevant.

- To share design practices and knowledge with the graphic design team as relevant.
- To uphold and demonstrate HfL's core values of being Collaborative, Trusted and Inspirational.

The duties and responsibilities listed above describe the post as it is at present. The post holder is expected to accept any reasonable alterations that may from time to time become necessary.

Equal Opportunities

HfL is committed to the aim of ensuring that everyone who applies to work for us receives fair treatment and we positively encourage applications from suitably qualified and eligible candidates regardless of age, disability, race, sex, gender reassignment, sexual orientation, religion or belief, marriage and civil partnership and caring status. We expect all our staff to demonstrate a commitment to advancing equality of opportunity and fostering good relations.

Disclosure and Barring Service

This post may be subject to full pre-employment checks and is exempt from the Rehabilitation of Offenders Act 1974. Please note that additional information referring to the Disclosure and Barring Service is in the guidance notes to the application form. If you are invited to an interview you will receive more information.

Health and safety

It will be the duty of every employee while at work to take reasonable care for the Health and safety of themselves and of other persons who may be affected by their acts or omissions at work.

Intellectual property rights

It is a contractual requirement of all employees of HfL to protect the intellectual, property rights of the company and to adhere to our company policy with regard to IP.

Person specification

Please provide a supporting statement outlining why you are applying and how you meet the criteria below;

Knowledge

- Knowledge of design practices and design processes – concept, production, print and delivery.
- Knowledge of Adobe InDesign, Adobe Illustrator and Adobe Photoshop is essential to this role. Knowledge of Adobe Acrobat Pro and Adobe Premier Pro would be advantageous.

- Knowledge of Microsoft Office (e.g. Microsoft Outlook, Microsoft Word, Microsoft PowerPoint, Microsoft Excel).
- Basic digital photography skills are desirable.
- An understanding of the relevant formats required for best print and digital outcomes.

Experience

- A minimum of two years' experience working in a graphic designer or artworking role for a commercial organisation is desirable.
- Educated to degree level (ideally in graphic design).
- Proficiency with Adobe InDesign, Adobe Illustrator and Adobe Photoshop is essential to this role.
- Experience of using Microsoft Office (e.g. Microsoft Outlook, Microsoft Word, Microsoft PowerPoint, Microsoft Excel).
- Proficient in both Mac and PC environments.
- Experience of producing print ready artwork and liaising with third party suppliers as required (e.g. printers, proofreaders and freelancers).

Skills and abilities

- Highly creative and capable of producing professional, impactful visual designs for print and digital purposes.
- Capable of visualising new marketing concepts and promotions, as well as taking basic concepts and developing them to finished artwork.
- Confident in communicating with others, including presenting and explaining ideas to colleagues.
- Organised and reliable, with strong time management skills.
- Exceptional eye for detail, precise layout skills and excellent proofreading skills (to identify any errors/inconsistencies on print proofs).
- Efficient and enthusiastic, with a flexible approach to work.
- Able to work on numerous projects simultaneously in a fast-paced environment with frequently changing priorities.
- Able to meet deadlines and work well under pressure.
- Adaptable and capable of working alone or as part of a team, as relevant.
- Team-orientated attitude, happy to contribute to all design work and receive feedback in order to drive the best overall solution forward.
- Self-motivated to maintain and improve design standards, demonstrating a genuine desire to learn/develop.

For an informal discussion regarding the role, please contact Fiona Mckenzie-Smith via email on Fiona.Mckenzie-Smith@hertsforlearning.co.uk.

APPLICATION PROCESS

Please download and complete the HfL application form along with the supporting statement, explaining how you meet the requirements of the job outline and person specification.

In support of your application we would love to see three of your best pieces of work in a PDF format.

To submit the application or to discuss any recruitment queries please email hfl.recruitment@hertsforlearning.co.uk or contact our Central Recruitment Team on 01438 843465.

Closing Date: TBC

***Interview Day: TBC**

*Should you be successfully shortlisted, then you will be required to bring in your full portfolio of visual design work to your interview for the panel to review and discuss.