

ROLE PROFILE

Job Title:	Junior Designer	Job Code:	
Department:	Policy, Strategy & Communications	Version:	1.0
Reports To:	Lead Designer	Date Created:	28 Jan 2019
		Grade:	H

Is this a politically restricted Post?	Yes/ No <i>(*if yes, see our policy on what this means)</i>
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ORGANISATIONAL CONTEXT

Our Vision as an organisation is:

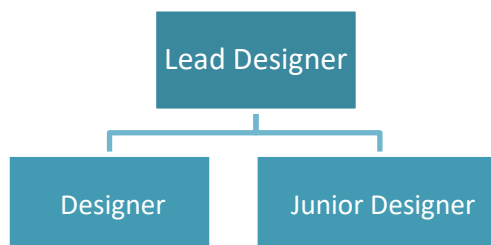
To be a globally recognised economy where good growth delivers high levels of prosperity, jobs and quality of life for everyone.

To achieve this we will:

Secure the means to deliver projects and services needed for growth in the Leeds City Region (LCR), be its voice nationally and internationally, and build the partnerships to ensure the best economic outcomes.

Our department contributes to this by:

Communicating a consistent and coherent message to the public, businesses and government



Job Overview:

- Provide a high quality, professional design service for the whole CA, enabling professional and timely pitch, campaign and project delivery, and providing support for related activities.
- Produce creative output which showcases the region to a national and international audiences and profiles the location and our offer to high level investor pitches and other communications opportunities.

- © Take a pro-active approach to participating and delivering of your directorate's objectives.
- © Demonstrate commitment to corporate processes and ensure that these are delivered at all times.
- © Be a visible and enthusiastic team member, encouraging partnership working across the organisation.
- © Take a positive approach to self-development.

CRITICAL SUCCESS FACTORS

*We break each job down to explain the critical areas for success, ranked by importance.
These indicate the end result or outputs for which the role holder is responsible.*

People Contacts:

- © Support partnership working across the organisation and externally.
- © Work together with your team to ensure targets are achieved.
- © Be an advocate of our strong performance management culture, taking accountability for delivering results.
- © Contribute to a positive working environment for your team, with a solid ethic of working towards achievement of our vision.
- © Take a proactive approach to internal processes, contributing during meetings and interviews.
- © Utilise effective communication channels when working with others.

Technical Duties:

- As part of the design team, provide a high quality design service for the whole of the CA, enabling timely support for a range of projects, pitches and related activities, across all of our audiences.
- Arrange printing as required, liaising with suppliers to enable on time on budget project delivery.
- Ensure marketing materials and collateral being published in the public domain either offline, online or through the line adheres to the CA corporate brand guidelines.
- Contribute design advice during concept development and project initiation consultations when working with colleagues, creative agencies and stakeholders.
- Work with creative agencies, stakeholders and partners to ensure the visual identity of the CA is maintained at a high, consistent standard.
- Advise on event and exhibition related equipment and requirements as needed, including obtaining and negotiating quotes from suppliers.
- Ensure that the CA image library is refreshed and maintained, ensuring that all photography and videos have the necessary permissions and credits and are filed in a clear and consistent structure.
- Develop excellent working relationships with colleagues across the team and share understanding of design processes and production timelines to enable deadlines are met.
- Maintain awareness of current and evolving design trends, techniques and processes.

- © Typically works on horizons of up to one year, in line with the objectives set in the business plan.
- © To uphold procedures in place to achieve your strategic objectives, suggesting amendments to processes as required.
- © Ensuring compliance with the Combined Authority's health and safety policy.

Impact & Influence:

- Adhere to financial processes for materials from quotation to requesting PO numbers, working with the Head of Marketing to ensure cost approval, and where necessary negotiating costs with suppliers.

- Build and maintain excellent working relationships with colleagues within partner organisations including central government, local authorities and private companies to identify collaborate opportunities to achieve communications and marketing objectives
- © Represent the interests of your team within the context of the wider aims of the Combined Authority both internally and externally.
- © Fosters good working relations across the organisation, building effective team relationships.

The above lists of accountabilities are not exhaustive. The role holder will be required to undertake such tasks as may reasonably be expected commensurate with the scope and grading of the role.

THE PERSON

To be fully successful in the role, we believe the following knowledge, skills and experience are required. When recruiting, we are looking for the best candidate match to this, however we know that there are some elements that can be trained and this will be taken into account during the recruitment process.

Knowledge:

- © Educated to A level or equivalent experience.
- © Practical experience of successfully performing in a similar role.
- Expert knowledge of the Adobe Creative Suite including InDesign, Photoshop, Illustrator and After Effects, plus experience in editing websites using content management systems
- Proficient in designing, developing and maintaining websites with confident abilities in HTML and WordPress, Drupal and CSS
- Understanding of design, print and film production and digital terminology
- Knowledge of brand guidelines and understanding of effective use

People:

- © Experience of effectively contributing to team objectives.
- © Experience of successfully identifying appropriate communication channels to deliver information.
- © Experience of effectively contributing to organisational vision.
- Experience of working directly with internal clients or with client services teams within an agency
- Experience of effectively contributing to team objectives
- Experience of successfully identifying appropriate communication channels to deliver information
- Experience of effectively contributing to organisational vision

Technical:

- © Strong negotiation skills.
- Experience of handling multiple design projects in a range of formats, managing own workload and delivering against multiple deadlines
- Experience of working to brand guidelines
- Ability to refine design communications and marketing outputs within brand guidelines
- Strong communication skills.

Impact & Influence:

- Experience of working with external suppliers including printers and photographers
- Experience of working with design packages, digital publishing and production processes

OUR VALUE & BEHAVIOURS

Championing Our Region | Working Intelligently | Easy to Do Business With | Positive About Change | Working Together

These are our values. We shaped them together and we're proud of them.

We also created a set of behaviours for each of our values. Our behaviours provide us with a way of working and they are our minimum expectations of everyone here.