

<b>Post:</b>	Graphic Design and Communications Co-ordinator
<b>Department:</b>	Activities Department
<b>Hours of Work:</b>	35 hours per week, normally 9am to 5pm Monday to Friday. The post holder may be regularly required to be flexible to meet organisational needs, such as evening or weekend working.
<b>Grade:</b>	AP2 (Currently £20,122 per annum) This is initially a fixed term contract until April 2020.
<b>Purpose</b>	The purpose of this post is to enhance the communication between the Students' Association and its stakeholders through designing online and print graphic design and through a range of proactive communication channels.

## **Job Description:**

### **1. Main Duties**

- a) Work to briefs from departments to plan and create exciting new and existing online and print graphic design, such as for publications, leaflets, posters, website, apps, promotional materials, social media platforms and for digital advertising displays.
- b) Ensure design across the Students' Association is cohesive, adheres to brand guidelines and meets our equality and diversity standards.
- c) Consult colleagues to create an annual Marketing and Communications Plan, in line with our Marketing and Communications Strategy.
- d) Responsibility for the day to day management and implementation of the Marketing and Communications Plan, such as through our website, emails and social media.
- e) Work with colleagues to identify activities and events to capture high quality photographs and video content to be used for online and printed communications, in particular to communicate outcomes and impact.
- f) To design and produce communications to demonstrate outcomes and impact and to result in improved survey scores.
- g) Work collaboratively to develop innovative ideas to promote initiatives, products, events or services to drive member engagement.
- h) Liaising with external printers and promotional suppliers on the costs and production of materials.
- i) Providing training and support to all employees and volunteers on the use of basic design packages (such as Canva), using the website, effective use of social media platforms and that copyright free content is always used.
- j) To upload data onto the website platform and work with the Chief Executive on data protection.
- k) To produce monthly website membership engagement reports.

## **2. General**

- a) As the post will require handling, processing and recording of restricted information, strict confidentiality is required to be maintained at all times.
- b) To be responsible for all administration required for the post.
- c) To deliver and develop targets outlined in the Strategic Plan.
- d) To support programmes and projects run within the Students' Association such as elections, accreditations, community engagement, annual award and recognition events, Full Time Officer induction, volunteer training conference and freshers.
- e) To fulfil any other reasonable duties in relation to your work as deemed necessary by the Activities Manager or Chief Executive.
- f) To update the Association website and GCU Learn, as and when necessary.
- g) To comply with the Health and Safety Policy in relation to your own safety and that of any other employee, student or visitor.
- h) To adhere to all Students' Association policies including HR, Disciplinary, Health and Safety, Finance, Ethical and Environmental or with any other Students' Association Policy passed at Caledonian Student Voice.
- i) To attend any meetings as and when requested and produce reports as required.
- j) To work within the values of the organisation and respect the democratic structure and nature of the Students' Association.
- k) To portray the Students' Association in a positive, proactive and professional manner.
- l) To undertake personal and professional development activities as agreed by the Chief Executive.

### **Responsible to:**

- The Activities Manager for HR and line management.
- The Executive Committee and Trustee Board for policy and strategy.

*Glasgow Caledonian University Students' Association is a registered Scottish charity, number SC022887*

<b>Person Specification:</b> Graphic Design and Communications Co-ordinator	<b>E</b>	<b>D</b>	<b>Tested By</b>
<b>QUALIFICATIONS</b>			
Relevant qualification, such as in Digital and Graphic Design or equivalent	✓		AF/E
Evidence of continued professional development		✓	AF/E
<b>KNOWLEDGE AND EXPERIENCE</b>			
A strong portfolio of designing print and online marketing promotional materials	✓		AF/I/E
Experience in using design packages (Photoshop, Illustrator, Adobe Creative Suite)	✓		AF/I
Working knowledge and experience in using Content Management System	✓		AF/I
Experience in uploading content and data on Content Management Systems		✓	AF/I
Demonstrate creativity and flair	✓		AF/I/E
Experience of working within Brand Guidelines		✓	AF/I
Understanding of print management, proofing and quality control	✓		AF/I
Experience of using social media platforms to a high standard	✓		AF/I
Computer literate in Microsoft Office Suite (Outlook, Word, Powerpoint and Excel)	✓		AF
Experience in filming and photography using professional standard equipment	✓		AF/I
Experience in editing short videos		✓	AF/I
<b>SKILLS AND ABILITIES</b>			
Ability to work with minimum supervision in a busy environment to meet deadlines	✓		AF/I
Student (member, client or customer) focused	✓		AF/I
Excellent people skills	✓		AF/I
Ability to use your own initiative	✓		AF/I
Adaptable and flexible in modifying work in order to achieve the best results	✓		AF/I
Excellent verbal and written communications to a wide range of people	✓		AF/I
Pays attention to detail and produces work to a high standard	✓		AF/I
Understanding and commitment to equality and diversity	✓		AF/I
Desire to work within a democratic student led environment	✓		AF/I

**AF** Application Form

**I** Interview

**T** Test

**E** Evidence

**P** Presentation

*Last reviewed: June 2018*

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