

# Role Description

Position	
Role Title	Lead Graphic Designer
Directorate	Business Development and Communications
Department	Marketing & Communications
Pay	Real Living Wage (£12.60 per hour)
Hours of Work / FTE	
Contract Type	Student
Reports To	Marketing Operations Manager

## Principal duties and responsibilities

1. Support the Marketing & Communications Team to deliver our creative projects.
2. Lead our team of graphic designers to create attractive assets and raise our profile.
3. Ensure all visual content aligns with our brand guidelines, maintaining brand identity through consistent design elements across all platforms.

## Key tasks

- Organise and manage a comprehensive library of digital assets, including graphics, templates, and brand elements, ensuring easy access and consistent use across the organisation.
- Create engaging physical and digital assets for various channels like our website, social media platforms and spaces on campus.
- Liaise with suppliers and order prints and marketing assets.
- Monitor our physical presence on campus and coordinate efficient posterage on campus.
- Ensure that all design files are correctly formatted and prepared for various outputs, including print production and digital distribution.
- Participate in creative brainstorming sessions, contributing ideas and providing feedback on design concepts.
- Research current design trends and competitor visuals to stay informed and provide input on new design strategies.

## Common requirements for all roles

- Play an active part in delivering key LBSU projects and events as directed.

- Perform other duties, commensurate with the grade and remit of the role.
- Have a commitment to your own and others' development and a willingness to undertake relevant training opportunities.
- Undertake Health and Safety duties and responsibilities appropriate to the post, always considering your own and others' health and safety.
- Work within the framework of the Union's Policies, Articles and Byelaws, ensuring that your work furthers the Union's core values and objectives.
- Act as a role model and create an environment which ensures all employees, visitors and contractors are treated fairly and with respect and professionalism.
- Embed sustainability into your working activities wherever possible.

<b>Person specification</b>	
<b>KNOWLEDGE &amp; EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Awareness of Leeds Beckett Students' Union's activities on campus.</li> <li>• Experience in a role providing some level of customer service.</li> <li>• Experience in graphic design.</li> <li>• Knowledge of Leeds Beckett's services.</li> <li>• Experience in web design.</li> </ul>
<b>ABILITIES &amp; SKILLS</b>	<ul style="list-style-type: none"> <li>• Strong attention to detail and organisation skills</li> <li>• Ability to take initiative whilst still seeking support where needed.</li> <li>• Proficient at the use of Adobe Creative Suite</li> <li>• Proficient at the use of email and MS software such as Word and Excel.</li> <li>• Ability to attend campus as directed to support with our marketing activities.</li> </ul>
<b>VALUES &amp; BEHAVIOURS</b>	<ul style="list-style-type: none"> <li>• A flexible, positive, and solution-focused attitude</li> <li>• Commitment to Leeds Beckett Students' Union's Mission, Vision and Values</li> <li>• Commitment to working as a proactive member of a team.</li> <li>• Respect for the principles of client confidentiality</li> <li>• Commitment to the creation of an environment that promotes equality of opportunity whilst recognising and valuing diversity.</li> <li>• Commitment to excellent standards of customer care</li> <li>• Commitment to work in a student-led, democratic environment</li> </ul>