



Graphic Designer

Job Description & Person Specification

Job Description

- Designing engaging and effective marketing materials and campaign content to drive volunteer mentor recruitment across the country
- Developing and maintaining all MCR Pathways and regional Young Talent materials to support central and local marketing. This includes social media content, printed materials, email marketing, presentations and reports which help evidence the impact of our programme
- Work closely with and follow the guidance provided by the National Marketing Manager, Head of Digital and other colleagues to continue developing the brand's visual identity
- Refine and improve designs based on feedback from project leads and other stakeholders
- Maintain asset libraries with current company logos, product images, and other brand materials
- Keep your finger on the pulse of design by staying abreast of emerging design trends and new innovations
- Liaising with colleagues and external stakeholders to determine their requirements and timescales
- Developing concepts, graphics and layouts, including making decisions about fonts, images, readability and readers' needs
- Liaising with external printers or production teams to ensure deadlines are met and material is printed or presented to the highest quality.
- Ensuring strong, collaborative working relationships with colleagues and stakeholders. This includes regular meetings with relevant colleagues and providing guidance and support for other MCR Pathways' staff members, partners and stakeholders as required

Standards & Service

- Ensure that the National Marketing Manager is appraised on a regular basis on all aspects of your work
- Ensure colleagues and stakeholders are kept up to date with design activity in progress for their areas
- Be an MCR brand ambassador
- Positive, solution-focused attitude
- Willingness to support others, with strong people skills and patience
- Relish change and take up personal development opportunities
- Self-motivated, with commitment to MCR's cause and values

Business Development & Efficiency

- Ensure MCR's values are prevalent in your attitude and approach to all work, in word and deed
- Ensuring that all print and digital marketing materials are produced to the highest - fit for purpose - standards and are engaging, relevant and targeted
- Ensuring MCR's brands are maintained, developed and utilised to the benefit of the organisation at all time

Key Relationships

- National Marketing Manager (line manager)
- Marketing and Communications team members
- Head of Digital
- Staff and stakeholders from across the organisation

Person Specification

An enthusiastic, confident, creative and designer with demonstrable experience of developing and delivering marketing materials in a fast-paced environment. A person with high expectations of themselves and others, with a passion for detail and the ability to complete projects on time, to a high standard. Your ideas and designs will help us reach more volunteer mentors and partner organisations, whilst also supporting the development and improvement of materials which assist those running the programme.

	Essential	Desirable
Experience	<ul style="list-style-type: none">• Portfolio of work which demonstrates creative and engaging design skills and excellent attention to detail• Proficient with social media tools• Experienced in using Photoshop, Illustrator and In-Design• Designing website landing pages using Wordpress• Experience of design for print	<ul style="list-style-type: none">• 2-3 years experience as a graphic designer• Design experience for charity or third sector organisations
Skills and Proficiency	<ul style="list-style-type: none">• Strong organisational and administrative skills and the ability to prioritise and meet tight deadlines• Ability to work on multiple projects simultaneously whilst ensuring attention to detail• A firm grasp of design principles and emerging design trends• A strong understanding of how to design marketing materials for a range of target audiences• Ability to communicate ideas and viewpoints clearly, concisely and non-confrontational in person and in writing• Strong creative thinking and problem-solving skills• Clear understanding of how to utilise web, social, email and	

	other digital channels for marketing and communications	
Personal Skills & Attributes	<ul style="list-style-type: none"> • A commitment to and understanding of ongoing professional development • High personal standards of performance and pride in your work and high expectations of your team and organisation • A willingness to learn new skills as required and undertake appropriate training • Flexibility in terms of hours/days worked to suit organisational needs (including evening and weekend work on occasion) • Self-motivated, with commitment to MCR's cause and values 	
Training & Qualifications	<ul style="list-style-type: none"> • Successful marketing campaign experience • Experience of the marketing mix in a working environment 	<ul style="list-style-type: none"> • Qualification in graphic design