

## Job description

<b>Job title:</b>	Designer
<b>Team:</b>	Marketing and Brand Team
<b>Location:</b>	Hybrid working – between office location and home. At least one day per week in our Aldgate office
<b>Hours of work:</b>	37.5 hours
<b>Contract:</b>	Permanent, full time
<b>Benefits include:</b>	33 days (plus eight bank holidays) 8% employer pension contribution (Aviva) or access to continue NHS Pension Enhanced maternity, paternity, adoption, and shared parental pay Free health cashback plan Free employee assistance programme Learning and development commitment to staff Health and wellbeing commitment to staff
<b>Reporting to:</b>	Senior Creative Manager
<b>Direct report/s:</b>	N/A

## Background

Every three minutes someone in the UK develops dementia; a progressive and complex condition that can be devastating for the whole family. One in two of us will be affected by dementia in our lifetime - either by caring for someone with the condition, developing it ourselves, or both.

Dementia UK is the specialist dementia nursing charity that is there for the whole family. Our nurses, known as Admiral Nurses, provide free, specialist advice, support and understanding to anyone affected by dementia, whenever it's needed.

We value our people so it's important for us to create a working environment that looks after our workforce, enabling everyone to achieve their full potential. You will become part of a diverse and dedicated team, working in an environment where you can collaborate, be respected and thrive.

## Purpose of job

The Designer works within the multi-disciplined Marketing and Communications Team and is responsible for bringing our brand to life through the design of a range of offline and online assets.

They will be responsible for delivering impactful design solutions, providing creative design support for projects and championing the brand across Dementia UK. This is a varied role across a wide range of projects, working across the charity, including with Fundraising, Clinical Teams, Campaigns and Business Development.

We are also about to embark on a brand review project at Dementia UK, and this newly created role that will play a key role in the activation and roll out of our refreshed brand across different channels.

## Key accountabilities and responsibilities

- **Design creation** – responsible for delivering high-quality, compelling on-brand design work. This covers a range of online and offline assets, including (but not limited to) magazines, guides, campaign, web and social media assets, templates, materials for clinical teams/volunteers/campaigning/fundraising teams.
- **Design of information content** – work closely with the Editorial Manager on the ongoing updates to, and review of, our suite of information leaflets.
- **Provide creative design support** - for projects across the charity, as part of working groups on key campaigns and partnerships.
- **Provide feedback on design** - developed by agencies and other external suppliers using our visual identity, in conjunction with the Senior Creative Manager.
- **Champion the Dementia UK brand** – maintain brand consistency through design projects, support with brand/design sign off, monitor the brand inbox.
- **Knowledge of accessibility** – and how principles apply in design across different formats.
- **Support the Senior Creative Manager with key projects** – such as our upcoming brand refresh work, and the implementation and roll out of a new Brand Management Platform.
- **Professional development** - keep up to date with latest design trends and bring fresh thinking to Dementia UK projects.
- **Relationship building and engagement**
  - External - work with freelancers and agencies to deliver creative projects; build relationships with peers in the sector and others to develop expertise and ensure best practice at Dementia UK; work with supporters and volunteers when required.

- Internal - build collaborative working relationships with colleagues across Marcomms, the Fundraising and Engagement Directorate, as well as the wider charity.

## General

- Actively promote the core values of Dementia UK whilst working towards achieving the strategic objectives of the charity.
- Have a strong working knowledge of Dementia UK's vision, mission and impact.
- To undertake all duties in line with Dementia UK's policies, procedures and regulations ensuring that the work undertaken actively promotes equality, diversity and non-discrimination.
- Undertake any other duties related to the job purpose and which may be necessary, as required.

This job description is not exhaustive and is subject to change in accordance with business need.

## Person specification

<b>Essential Qualifications, knowledge, skills, and experience</b>			
<b>Criteria</b>	<b>Application</b>	<b>Test</b>	<b>Interview</b>
Substantive experience of working in design in an in-house team or agency, within a multi-disciplinary graphic design role	X		X
Experienced in Adobe Creative Suite/Cloud, with experience and knowledge of design	X		X
Ability to work as part of a team and work collaboratively across the organisation	X		X
Well-organised, able to manage own workload and work with line manager to understand capacity			X
Experience in championing and adhering to brand guidelines	X		X
Experience in accessibility principles in design	X		X

<b>Desirable Qualifications, knowledge, skills, and experience</b>		
<b>Criteria</b>	<b>Application</b>	<b>Interview</b>
Experience working on marketing/fundraising campaigns	<b>X</b>	
Experience of working in the charity or not for profit sector in a creative, content or marketing team	<b>X</b>	
Understanding of what is involved when an organisation rebrands, with previous relevant experience from a design/brand point of view	<b>X</b>	<b>X</b>

<b>Personal attributes</b>		
<b>Criteria</b>	<b>Application</b>	<b>Interview</b>
Passionate about design		<b>X</b>
Ability to work effectively as part of a busy team, and to continually manage competing priorities		<b>X</b>
Ability to build and maintain strong working relationships with colleagues and teams across the charity	<b>X</b>	<b>X</b>
Great attention to detail, ensuring the application of our brand across all channels to a high standard		<b>X</b>
Effective communication and interpersonal skills	<b>X</b>	<b>X</b>

### **Our values**

Compassion  
Collaboration  
Integrity  
Ambition