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| **DEPARTMENT:** Place | **SERVICE GROUP:** Economy and Development |
| **POST TITLE:** Creative (Graphic Designer) | **REPORTS TO:** Head of Place Marketing and Investment |
| **GRADE: SO1** | **SAP POSITION NUMBER:**  |

The following information is furnished to help Council staff and those people considering joining the City of Bradford Metropolitan District Council to understand and appreciate the general work content of their post and the role they are to play in the organisation. The duties and responsibilities highlighted in this Job Profile are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and scope of the post and the grade has been established on this basis.

As a candidate you will be expected to demonstrate your ability to meet the special knowledge, experience and qualifications required for the role by providing evidence in the application form for the purpose of shortlisting. Applicants with disabilities are only required to meet the essential special knowledge requirements shown by a cross in the end column of this section.

The employee competencies are the minimum standard of behaviour expected by the Council of all its employees and the management competencies outlined are those relevant for a post operating at this level within our organisation.

Both sets of competencies will be used at interview stage and will not be used for short listing purposes.

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| **Key Purpose of Post:**  |
| * Support the Head of Place Marketing to take ownership of and build the council’s Place Brand Identity.
* Produce and deliver innovative creative across the wider placemaking environment, drive forward our placemaking agenda, and ensure consistency across all place-related communications and touchpoints.
* To ensure that the graphics standards and corporate identity of the Council are properly utilised in material issued by the Place Directorate and other parts of the Council.
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| **Main Responsibilities of Post:**  |
| 1. Support the Head of Place Marketing in taking ownership of the council’s Place Brand Strategy and Identity.
2. Use of professional creative judgement in the interpretation of requirements into a finished product; suitability of design concepts and techniques, use of appropriate graphic materials; quality of output; accuracy of records and information.
3. Help build a Place Brand Identity to ensure consistency across all place-related communications and touchpoints, preparing visual display material for the Place Directorate by way of drawings, diagrams, illustrations, maps, logos, data visualisations, photo-editing, and other material appropriate to exhibition, presentations to Members, the public and other staff, reports, webpages, social media posts and other documents.
4. Understand the importance of a strong Place Brand and use creative judgement to ensure that we present a positive and dynamic image of our District through a clear and consistent Place Brand identity and message.
5. Develop purposeful creative assets for a wide range of audiences to include but not limited to investors, businesses, residents, visitors, partners, and internal teams. to develop marketing materials to support specific projects, activities and events.
6. Produce material to include but not limited to; prospectuses, ad campaigns, large-scale promotional materials, maps, data visualisations, digital graphics – including videos, animations, and other visuals to service emerging audiences and channels.
7. Keep up to date with both the creative and placemaking industries – staying ahead of trends and challenging the norm.
8. Lead in maintaining a virtual library of photos, film and graphics in line with data protection requirements, other media laws, and best practice to achieve inclusive accessible content.
9. Review and evaluate final products. Assess impact and success. Suggesting improvements if required.
10. Liaise with internal teams and commission external partners to create content and ensure deadlines are met and material is produced to the highest quality.
11. Champion and drive strong creative standards across the department, demonstrate strong written and verbal communication skills, writing copy as appropriate and implement digital accessibility functionality to all documents that require featuring online.
12. To advise on developing future graphic strategies for the Place directorate and within the Authority.
13. To carry out such other duties of a general nature as directed, including attendance at events and district visits.
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| **Structure:** |
| **Special Knowledge Requirement: Will be used for shortlisting.**  |
| **Applicants with disabilities are only required to meet the essential special knowledge requirements shown by a cross in the end column**. |
|  | **Essential** |
| Carries out the working practices, procedures and basic operations across their specialist area | x |
| Understands and applies health and safety working practices, including risk in own area of work and or across other areas of work (including GDPR, copyright and other legislation related to marketing and comms) | x |
| Knows and understands how to analyse, interpret and present complex information from a variety of sources | x |
| Able to deliver an organised and professional creative service in a complex and challenging environment while remaining aligned to the council values and behaviours | x |
| Knows accessibility standards in the development and delivery of creative digital media and has experience of their use in practice to deliver compelling and compliant content. | x |
| Ability to deliver a range of creative digital visual assets to service the full range of channels and tools the council uses to reach its communities. | x |
| Excellent technical knowledge and ability to use:a. Adobe InDesignb. Adobe Illustratorc. Adobe Photoshopd. Adobe After Effectse. Adobe Acrobat Prof. Microsoft Office 365 | x |
| Adaptable and flexible in how you work, including hours and locations, and have the ability to quickly learn new communication and creative design skills and emerging online methods. | x |
| Organised, able to make decisions, attain objectives and achieve targets, Able to undertake heavy workloads, working to strict deadlines. Able to communicate effectively with clients, understand briefs and interpret accordingly. | X |
| Using creative professional ability and judgement to seek and secure effective and realistic resolution of matters in the work area and in support of other work areas. | x |

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| **Relevant experience requirement: Will be used for shortlisting**  |
| Demonstrable experience of working within a design team or agency to meet high impact needs and expectations, while delivering exceptional creativity and innovation. |
| Experience of liaising with multiple teams to determine their requirements and budget. |
| Experience of providing advice and leading on creativity for various projects. |
| Confident in taking and shaping a brief. You will have the ability to pay attention to detail and can demonstrate that you have worked with a wide range of media. |
| Experience of the political environment of the council and the public sector. You will be able to work with councillors and manage council issues, impartially, and with sensitivity. You will also need to recognise areas of reputational risk and confidentiality. |
| A strong portfolio of illustrations or other graphics and experience of a range of graphic design work and webpage creation  |
| Experience of planning workload and working to budgets  |
| Ability to use Microsoft office applications and other standard industry software packages |
| Able to use current version of design software and technologies (such as InDesign, Illustrator, After Effects, Photoshop) |
| **Relevant professional qualifications requirement: Will be used for shortlisting**  |
| A relevant graphic design qualification – degree level or equivalent or by demonstrable experience  |
| Commitment to continuous professional development – undertaking of courses and learning to keep skills and approaches up-to-date |
| **Core Employee competencies at manager level to be used at the interview stage.**  |
| **Carries Out Performance Management –** covers the employees capacity to manage their workload and carry out a number of specific tasks accurately and at a high standard.  |
| **Communicates Effectively** - covers a range of spoken and written communication skills required as a regular feature of the job. It includes exchanging information/building relationships, giving advice and guidance, counselling, negotiating and persuading and handling private, confidential and sensitive information. |
| **Carries Out Effective Decision Making** - covers a range of thinking skills required for taking initiative and independent actions within the scope of the job. It includes planning and organising, self effectiveness and any requirements to quality check work. |
| **Undertakes Structured Problem Solving** **Activity** - covers a range of analytical skills required for gathering, collating and analysing the facts needed to solve problems. It includes creative and critical thinking, developing practical solutions, applying problem solving strategies and managing interpersonal relationships.  |
| **Operates with Dignity and Respect** - covers treating everyone with respect and dignity, maintains impartiality/fairness with all people, is aware of the barriers people face.  |
| **Working Conditions:**   |
| Must be able to perform all duties and tasks with reasonable adjustment, where appropriate, in accordance with the Equality Act 2010 in relation to Disability Provisions.  |
| Able to occasionally work outside of normal office hours including evenings and weekends  |
| **Special Conditions:**  |
| You will be informed outline if there is a requirement for the post to have recruitment checks such as DBS, Warner Process. |
| **Revised by:**Andrea Mills-Taylor**Date:** 29.07.2024 | **Grade Assessment Date:****30.03.24** | **Post Grade:****SO1** |