

Senior Designer

Job Reference:	
Department:	Communications, Marketing and Recruitment
Grade/ Salary:	Grade 6, £34,919 - £37,817
Contract Type:	Permanent
Hours:	35 per week (Full time)
Location:	New Cross, London

Goldsmiths

Goldsmiths, University of London is a world-leading centre of educational excellence where ground-breaking research meets innovative teaching and thinking. We're looking for inspiring and talented people to help build on our global reputation while also growing personally in a true learning organisation.

As a college we are working to tackle inequality in all its forms and are working to promote equality on grounds of race, disability, age, sex, gender identity, sexual orientation, religion and belief, marriage and civil partnership, pregnancy and maternity, and caring responsibilities. We are keen to attract candidates from diverse backgrounds who share our commitment to creating an inclusive culture in which all students and staff can thrive.

Goldsmiths is committed to creating an inclusive and accessible working environment for all staff. If you would like to access confidential advice or guidance in relation to workplace reasonable adjustments, adjustments to the recruitment or selection process, or flexible working arrangements please contact HR@gold.ac.uk



Passionate about advancing equality
and celebrating diversity.
Together, we are different



Together
we are different

Communications, Marketing and Recruitment Directorate

The Communications, Marketing and Recruitment (CMR) team plays a central role in telling the Goldsmiths story to our key audiences. Our CMR Strategy is aligned to four institutional objectives (a distinctive academic portfolio and approach to teaching and learning; research engaged in real world problems; promoting Goldsmiths as a cultural hub; and preparing students for the future job market).

The team covers internal communications, media relations, strategic communications, brand and design, digital (website, video and social media), marketing, business partnering, UK and International recruitment. Colleagues are encouraged to be ambitious, committed to the learning and development of themselves and others, keen to work across conventional boundaries, and driven by the desire to play their part in the delivery of an excellent student, colleague and external audience experience.

Job description

Reporting to: Brand and Design Manager

The role

The brand and design team plays a key role in the success of our communications and engagement activity. Your role is to support the production of print materials and digital assets in line with our brand guidelines.

You will be working independently on a range of briefs, including creative for campaigns, promotional materials for events and artworking to templates. You will liaise closely with clients across the team and our college to ensure we are helping them meet their objectives through our design approach.

You will work closely with our communications business partnering team who lead on our relationships with academic departments and professional services teams.

Additionally, the brand and design team will support colleagues in our marketing team on their work to attract and retain students, with our Development and Alumni team on their work to engage past students and potential donors and with the Student Success team to communicate effectively with students and with other colleagues across the College on our core business of learning, teaching and research.

Main duties

- Maintain an awareness of the HE sector as well as trends in the design and brand industry, and contribute insights to the design team's collaborative work
- Contribute to the continuous development of the team's creative skill base and the technical processes-management of the team

- Independently and in collaboration with the team, process briefs, undertake creative research, conceptualise creative solutions that are strategically aligned with business objectives, produce creative concepts for campaigns, pitch ideas, and develop and deliver suites of design assets for print and digital channels including print, web, email, social media, events, mailings and internal communications
- Design brand-compliant, accessible, technically correct artwork for print and digital channels
- Work with the web development team to design enhancements to the gold.ac.uk websites
- See projects through independently, from helping to define the brief in discussions with commissioners to developing concepts, agreeing schedules and delivering design assets that meet the technical specifications to deadline
- Collaborate with colleagues on digital communications, generating graphic and animated assets and adapting and formatting content for the Moodle platform
- Provide advice and guidance to the business partnering team (and wider CMR team) in design matters, generate branded design templates for use by colleagues, review and sign-off their outputs
- Provide advice and guidance directly to colleagues in academic departments or teams where the communications plan or activity requires
- Provide leadership in ensuring colleagues understand and use the brand to create a consistent visual identity for Goldsmiths
- Ensure jobs are delivered on time to agreed specifications
- Ensure design activity is planned in line with departmental planning tools
- Follow and contribute to the relevant policies, processes and ways of working to support successful content production, communications and campaign planning and delivery
- Provide insight and data to strategic communications team to inform communications and campaign planning, reporting, evaluation and optimisation
- Provide training and support for the CMR Business Partnering team to aid their day-to-day work with internal stakeholders

- Help maintain the image library, registering colleagues and uploading photographs
- Deputise for the Brand and Design Manager when necessary, managing workflow and allocating work to the team

General duties

- Play an active role within the CMR Directorate
- Undertake any other duties as may reasonably be required
- Ensure that you are aware of and aligned with Goldsmiths' Regulations, Strategy, and Objectives to work together to proactively advance Equality and Diversity
- At all times to help maintain a safe working environment by participating in training as necessary and following the Goldsmiths' Health and Safety Codes of Practice and Policy

Person Specification

The Essential criteria sections show the minimum essential requirements for the post, therefore if you cannot demonstrate in your application you meet the essential criteria categorised below, you will not be short-listed for interview. The Desirable criteria sections show attributes that would enable the applicant to perform the role more effectively with little or no training.

The Category column indicates the method of assessment:

A = Application form **C = Certificate**
I = Interview **R = Reference**
T = Test / P = Presentation

Essential Criteria 1 - Qualifications	
A good standard of education (ideally to undergraduate degree level or equivalent) or experience	A
A qualification in design	A

Essential Criteria 2 - Experience	
Demonstrable experience of working in a design team as part of an integrated communications or marketing offer	A, I
Experience of working to brand guidelines	A, I, P
Successfully and consistently managing and delivering multiple simultaneous projects to deadline, often with tight deadlines	A, I
Experience of web design and basic web UX	A, I, P
Desirable Criteria 2 - Experience	
Experience of working successfully with creative, but non-specialist clients	A
Essential Criteria 3 – Technical skills and knowledge	
Highly developed knowledge of and proficiency in Adobe Creative Suite applications, particularly InDesign, Illustrator, Photoshop, Acrobat and After Effects, with working knowledge of Microsoft Office applications including PowerPoint, Word and Excel	A, I
Experience in print processes and setting up print-ready design assets	A, I
Experience in producing artwork for digital channels including e-newsletters, social media, presentations and web	A, I, P
Industry and professional standards relating to technical and production matters, including image quality, colour profiles, colour correction, PDF standards, paper types and proofing methods	A, I, P
Knowledge of accessibility requirements of people with visual impairments and SpLDs, including colour contrast and text size	A, I, P
Production of accessible PDFs	A, I
Desirable Criteria 3 - Knowledge	
Image copyright compliance and GDPR principles	A
Readability issues relating to the Equality Act	A
Knowledge of the WCAG accessibility standard	A
Experience of working in SharePoint or equivalent business management system	A
Essential Criteria 4 – Design and communication skills	
High-level creative design skills with an advanced knowledge of design principles, layouts, branding, and typography	A, I, P
Demonstrated creativity in the form of ideas-based concepts	A, I, P
Ability to communicate clearly and effectively to people of widely differing skill levels across the organisation, both verbally and in writing	A, I
Ability to present, negotiate, influence and persuade	A, I

Essential Criteria 5 - Aptitude	
Commitment to continuous service improvement, and personal learning and development	A, I
Self-motivated and proactive, with a commitment to service excellence and client care	A, I
Ability to work both independently and as part of a team to achieve common goals	A, I
Enjoy working in a busy and demanding environment, and being responsive to continually changing priorities	A
Essential Criteria 6 - Other	
Experience of proactively advancing equality for diverse student and / or staff communities (for example, people of colour, disabled people, people of diverse faith backgrounds, LGBTQ+ people and other marginalised groups)	A

Please also note that where qualifications are required, employment is conditional on the verification of them. Qualifications (must be original documents) will be checked on the first day of appointment.

For more information about the role, please contact Andrew Barron, e-mail a.barron@gold.ac.uk

May, 2022

If you choose to work with us, you'll become part of a learning organisation that is committed to professional and personal development, with comprehensive and innovative staff development and wellbeing programmes.

You'll also have access to frequent lunchtime and evening talks, seminars and performances, and annual performance and development reviews.

Our other benefits include:

- Competitive salary
- Working in Zone 2, with fantastic transport links and interest free travel to work loans
- Excellent annual leave entitlement plus additional closure days at Christmas and Easter
- Membership of USS or LPFA pension scheme, dependent upon grade
- Maternity, paternity, shared parental leave and adoption leave and pay
- Contractual sick pay provision
- Access to an Employee Assistance Programme, offering 24/7/365 confidential and free advice, support, and information service on a range of personal, family, or work-related matters.
- Free eye tests

- Cycle to work scheme
- Wellbeing initiatives including the Chaplaincy and Staff Choir
- On-site [dining facilities](#)
- Access to [University of London facilities](#) such as [Senate House Library](#)

Further information

For more information about Goldsmiths, please visit: www.gold.ac.uk/about

Thank you for your interest in working with us, we wish you all the best with your application.