

Role title:	Graphic Designer
Responsible to:	Content Manager
Location:	Edinburgh or Glasgow (if Glasgow, ability to travel to Edinburgh 2 days a week for first month)
Permanent contract:	5 days

ABOUT

Alzheimer Scotland is the leading dementia organisation in Scotland. We campaign for the rights of people with dementia and their families, whilst providing an extensive range of innovative, personalised therapeutic support services and investing in dementia research to towards prevention, better standards of care and ultimately to finding a cure.

Alzheimer Scotland is committed to improving the lives and opportunities of people with dementia, their carers, partners and families as their journey transitions from the first point of contact through to end of life and believes nobody should face dementia alone.

PURPOSE OF ROLE

This is an exciting opportunity to join Alzheimer Scotland’s Communications and Marketing team to promote the support we deliver within the heart of local communities, and the added-value Alzheimer Scotland contributes to people living with dementia.

Having a flair for creative design and brand awareness is key for this role. You will help bring Alzheimer Scotland’s aim to make sure nobody faces dementia alone to life through your creative skills.

The Graphic Designer will originate effective and appropriate design solutions for a variety of Alzheimer Scotland print publications and digital media platforms. The post holder will provide design advice, support and creative design solutions for the organisation’s campaigns, publications and digital outputs. The role works closely with the Content Manager and Social Media and Campaign Manager. The role will include close working with and managing of design, print & photographic agencies.

This post will work collaboratively with stakeholders across the organisation to develop and deliver high quality creative content as well as generating concepts and ideas for all of our campaign work.

The post will sit within the Communications and Marketing Team; a team who are instrumental in continually shaping and evolving the organisation’s messaging, in collaboration with colleagues across all localities to ensure the charities messaging remains representative of what support, information, fundraising and campaigning activities are currently being delivered. The organisation has multiple platforms over which its message needs to be continually freshened and this role, along with support from the Content Manager, will be key in making sure messages are represented in line with the organisation’s brand and tone-of voice.

The role will also see you engage with Alzheimer Scotland staff from across both our corporate teams and our local support teams across the country, supporting and advising on best practice to ultimately raise awareness of the activities and support being provided by the charity.

You will be comfortable and excel in working in a fast-paced environment, and confident in managing conflicting deadlines.

There will be no such thing as a typical day, with attention needing to be diverted from standard posters, fliers and calendars for our regular services and fundraising activities to the design of brand new campaigns and research reports. Therefore, the person who applies for this post must be able to confidently work autonomously and to tight deadlines without compromising on quality assurance of content.

Specific responsibilities

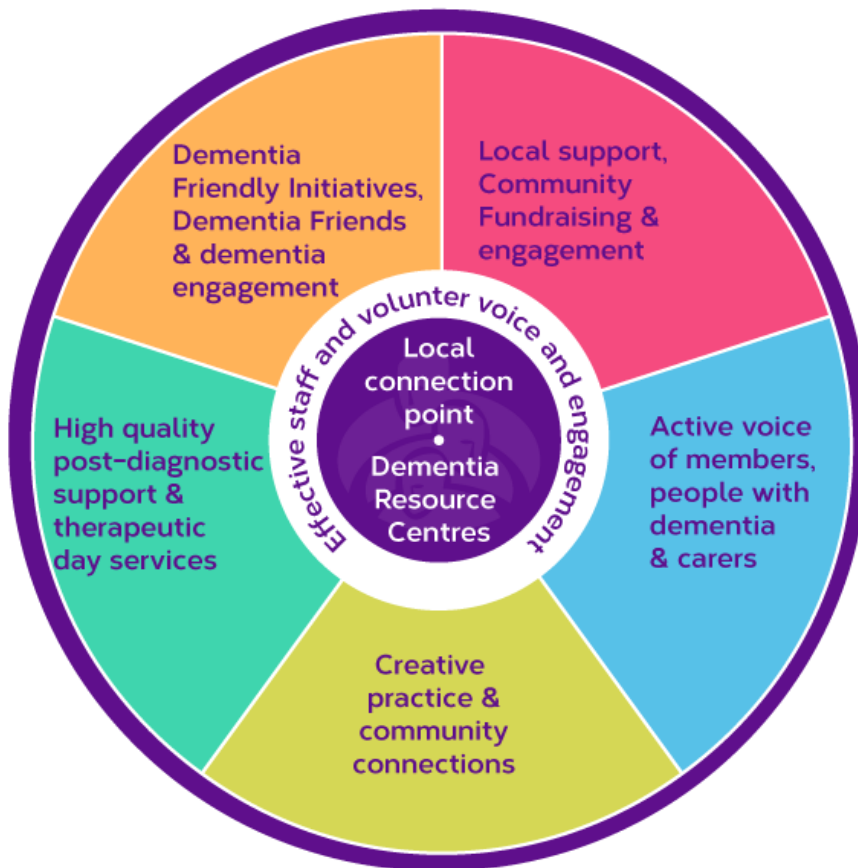
Main duties and responsibilities:

- To originate effective and appropriate design solutions for a variety of Alzheimer Scotland printed publications and digital media
- To work closely with the Content Manager and Social Media and Campaign Manager from the Communications & Marketing team, along with key managers from other departments, to deliver effective design solutions to support their work
- To manage, when required, the outsourcing of work to our roster of design, print and photographic agencies
- To provide design advice, support and print solution suggestions to the Content Manager for Alzheimer Scotland publications, including the magazine
- To ensure that that design solutions are of the highest quality, adhere to the Alzheimer Scotland brand and style guidelines and that solutions are cost effective
- To compile a bank of designed images to be used across the organization. This includes sourcing opportunities to photograph by building relationships in our localities, liaising with photographers and making sure we have all relevant permissions
- To help support and maintain a succinct briefing process for creative outputs
- To create original quality design concepts and solutions, as per brief, including typographic, photographic and illustrative elements
- To develop concepts from presentation to delivery, including page layout, typesetting, photography (including art direction), image and colour correction, proofing etc.
- To prepare final artwork and liaise with printers
- To prepare artwork for digital platforms.
- To help develop and manage the organisation's photo bank
- To be fully involved in on-going administration of projects from briefing to final artwork and post campaign analysis
- To monitor, review and prioritise the status of design projects, ensuring that production schedules are met, and costs kept within budget.
- Provide professional advice and support on all design-related matters colleagues and relevant external partners.
- To contribute to the monthly, quarterly and annual reporting process for the department and to keep accurate records of design projects
- To maintain skills of and knowledge and keep up to date with graphics and technical developments with the industry
- To work with interns and identify opportunities for future internships

Delivering the 7 dimensions of the locality vision

You will work in a way that ensures the approach to communications (internal and external) is embedded as a key enabler to support the locality leaders in their role of making the 7 Dimension model an active vision within localities and across portfolios (see section below for details of 7 Dimension model). To do this you will adopt and exhibit an approach and working style that is directly in alignment with our commitment to engagement as a route to delivering our shared vision

and mission. Your approach will be to support the idea that every employee can and does have a responsibility to be part of the wider ethos of communications.



team in implementing and embedding this approach to practice and knowledge exchange.

Supporting employee voice and engagement

You will create and maintain effective communication channels and processes that keep everyone informed, involved and engaged in the ongoing progress of Alzheimer Scotland's brand and design function, whilst ensuring a balance is maintained with regards to representing all organisational priorities.

You will maintain a working style that values each person's contribution, and sets a culture of high performance, empowerment, individual responsibility, inclusion and collaboration.

You will be part of the people strategy, by participating in and leading engagement of employees in how they access, contribute to and benefit from the key core priorities and activities described in the strategy and plan.

Your leadership style

Whilst the Graphic Designer has no direct line management responsibilities, the post holder will work in close collaboration with peers and colleagues representing a cross section of all aspects of Alzheimer Scotland. The post holder should lead by example and exhibit behaviours in a leadership style that places engagement at the heart of delivering the best outcomes for people with dementia and their carers.

Responsibility

No line management is associated with this post

Conditions

- The post holder will be subject to a basic disclosure check
- The role can be based in either Glasgow or Edinburgh; however, post holder must be willing to travel between two offices where required with travel expenses being reimbursed
- Salary Scale 26 – 29 – please see the advert for further details.
- 36 days annual leave.

This job description is open to review by the organisation at any time

Person Specification
Graphic Designer

Please note that these competencies are not ranked in order of priority. The following criteria will be used in selecting a candidate

	Essential	Desirable
Skills, ability, knowledge		
Good interpersonal and communication skills with people at all levels (internal and external) in person, by telephone and in writing	√	
A full understanding of graphic design, typography, and digital standards	√	
A proven track record of creative work in marketing, graphic design and brand development across print and digital campaigns	√	
A flexible approach with the ability to be responsive to a change of focus quickly. The ability to be an adaptive thinker.	√	
Ability to work as part of a team and to initiate, sustain and respond to a range of people across the organisation	√	
Good time management and organisational skills.	√	
Strong written and verbal communications skills and experience of digital and social media environments.	√	
Ability to identify key trends in the industry		√
Personal qualities and values		
Ability to influence, persuade and enthuse people	√	
Ability to work in line with Alzheimer Scotland's ethos, aims and vision	√	
Self-motivated, dynamic, and able to work without close supervision.	√	
Ability to have an active voice and influence decisions on design	√	
Qualifications/experience		
Minimum 1 years' experience in a similar role	√	
Identifiable graphic design qualification. A degree/HND or equivalent experience in graphic design. Substantial recent experience in a similar role.	√	
Good working knowledge of design hardware and software including Macs; Photoshop; Illustrator, Acrobat; Safari; Firefox; flash animation and any other packages which enhance the design function	√	
Identifiable experience in brand management and implementation	√	
Knowledge of the print and publication process	√	
Animation and video editing skills		√