



## Job description

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| <b>Job title:</b>               | <b>Designer</b>                                       |
| <b>Salary:</b>                  | <b>£30,000 to £32,000 per year pro rata (0.7 FTE)</b> |
| <b>Contract type:</b>           | <b>Fixed term for one year</b>                        |
| <b>Hours:</b>                   | <b>Flexible, 24.5 hours per week</b>                  |
| <b>Reports to:</b>              | <b>Head of Marketing and Communications</b>           |
| <b>Direct/indirect reports:</b> | <b>None</b>   |

## Introduction

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One person in six has poor literacy skills that impact on every area of their life. A child without good reading, writing and communication skills can't succeed at school, and as an adult they could be locked out of the job market. Poverty doubles the likelihood of literacy failure by the age of five.

We are an independent charity dedicated to addressing this. We are working to a five-year strategy, leading the campaign to address the UK's literacy challenge and transforming opportunities for the most deprived children. We work in partnership with schools and the education sector and lead business and community partners to tackle the problem in the country's poorest communities. Our research and policy programmes fuel our high-profile campaigning activity. Our mission is to give young people the literacy skills they need to get a job and lead a successful life.

We are a rapidly growing organisation, with ambitious plans and amazing staff. We have 25 years' experience of delivering programmes and campaigns to improve the skills and confidence levels of those most in need of literacy support, and work closely with both national and local government, and the voluntary sector. Our funders and partners include high street brands such as McDonald's, WHSmith and Boots Opticians, and large multinationals such as Pearson, KPMG and PwC. We have our main office in Vauxhall, London, and as well as people working to support our community activity around the country, as both volunteers and seconded staff.

The Designer will work in our marketing and communications team and be the brand guardian for the charity, producing design and artwork for both print and digital materials.

## **Part 1: Job profile**

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### **1.1 Main purpose of job**

This role is responsible for producing artwork and design for the National Literacy Trust's print and digital materials. You will be responsible for the charity's visual brand identity and custodian of its usage and expression across all channels.

### **1.2 Position in organisation**

This role is part of the marketing and communications team, which has a total of eight members of staff, and reports to the Head of Marketing and Communications.

### **1.3 Working contacts**

#### **Internal**

Close working across the marketing and communications team to develop corporate communications collateral

Close working with our traded products teams to develop sales and CRM collateral, with programme teams to develop print and online collateral, and with the development team to support fundraising

#### **External**

Working with external agencies on print and other production issues

Working with external parties to advise on usage of the National Literacy Trust brand

## **Part 2: Key duties and responsibilities**

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### **2.1 Design and artwork for print materials**

- Work with teams across the organisation to take design briefs and produce engaging and relevant design and artwork, including annual impact report, brochures and leaflets, marketing and sales materials, teaching resources, fundraising materials, stationery and merchandise
- Ensure all artwork is impactful and tailored to the audience, while conforming to our visual identity guidelines and forming part of a coherent suite of materials
- Manage internal approval of design and artwork, and ensure work is produced to agreed timelines
- Demonstrate high quality standards, with attention to detail including proofing and assessing your own work
- Keep up-to-date with design trends and technical skills and use your knowledge to produce optimum design solutions for each brief
- Liaise with external printers to provide print specification and approval, ensuring that printed materials reflect the artwork submitted

## **2.2 Digital design**

- Ensure that the charity's organisational website [www.literacytrust.org.uk](http://www.literacytrust.org.uk) adheres to our brand guidelines and that any new materials and elements that are produced reflect our visual identity
- Ensure the charity's social media channels, including Facebook and Twitter, reflect our brand guidelines
- Ensure that the charity's parent-facing site [www.wordsforlife.org.uk](http://www.wordsforlife.org.uk) and any related online or offline collateral retains its visual identity
- Provide branding guidance and advice to support web development and ensure that the website look and feel has a strong brand identity that aligns with our guidelines
- Produce digital assets such as infographics and gifs for social media

## **2.3 Brand guardianship**

- Act as a guardian of the National Literacy Trust brand when producing material and working with others
- Ensure that there is synergy between online and offline collateral and that all design and artwork produced by the charity reflects the brand visual identity guidelines
- Maintain the corporate image of the National Literacy Trust internally and externally through accurate application of the visual identity guidelines, and advise internal and external stakeholders on brand guidelines and usage
- Develop and update brand identity guidelines to ensure they continue to reflect the organisational strategy and objectives, and target audiences
- Maintain an image database ensuring a range of diverse and impactful images along with permissions for usage
- Undertake regular reviews of National Literacy Trust competitors from a design and branding perspective

The postholder may also be required to undertake other activities as deemed appropriate by their line manager or the Director, and to support activities that contribute to the growth and sustainability of the charity.

## **Part 3: Person specification**

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### **3.1 Essential experience**

- Recent experience (minimum four years) working as a designer
- Producing work targeting both business and consumer audiences
- Producing a range of printed materials for example brochures, leaflets, resources and marketing materials
- Working on digital design and projects
- Taking briefs and working alone to produce finished design and artwork, through initial creative ideas to creating final designs and supplying digital artwork or online material
- Brand literate with experience of working creatively within visual identity guidelines
- Working with external agencies and suppliers

### 3.2 Knowledge and understanding

- Comprehensive knowledge of approaches and systems to support in-house design
- Good working knowledge of html, CSS and content managed websites
- Word and PowerPoint
- Digital and print production principles and processes

### 3.3 Skills

- Focused, proactive, and resourceful, with a high level of attention to detail and ability to manage numerous projects simultaneously
- Good verbal communication skills, able to effectively present ideas and solutions
- Excellent design skills, including Apple Mac-based design and Adobe CC packages – InDesign, Photoshop and Illustrator
- Good proofreading skills
- Able to use initiative and solve problems independently
- Able to work under pressure and manage multiple deadlines

### 3.4 Other

- Portfolio showcasing both print and digital design work
- Confident and enthusiastic
- Flexible, team player
- Commitment to equality and diversity
- Clear interest in and understanding of literacy and social justice issues

## Part 4: Summary of terms and conditions of service

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**Location:** The postholder will be an employee of the National Literacy Trust. The post is based at the National Literacy Trust, 68 South Lambeth Road, London SW8 1RL.

**Probation:** This post is subject to a 12-week probationary period.

**Notice:** This post is subject to an eight-week notice period.

**Annual leave:** The annual leave entitlement is 28 days per year pro rata, plus public holidays. In addition, our office is closed from Christmas Day to New Year's Day inclusive and you are not expected to put any of your leave allowance aside to cover this.

**Pension:** The National Literacy Trust will contribute 8% of annual salary for those who qualify for our group pension plan.

**Expenses:** The role may require travel within the UK. Out-of-pocket expenses will be paid when incurred in accordance with our expenses policy.

**Safeguarding:** The postholder will adhere to the National Literacy Trust's safeguarding policy for children, young people and vulnerable adults.