



CITY AND ISLINGTON
COLLEGE

JOB REF NO: 4763

CITY AND ISLINGTON COLLEGE

JOB DESCRIPTION

A. TITLE OF POST: Marketing Designer

RESPONSIBLE TO: Marketing Manager: PR & Corporate Communication

GRADE: SO1

SALARY: From £28,867 up to £30,540 ILW

CLOSING DATE: Monday 9th August 2010 (midday)

B. PURPOSE OF THE JOB

- Manage the production of design work (from concept to completion) for the College including: publications and publicity materials, refreshing branding templates and working with the Web Designer/Editor to ensure the website and e-Marketing materials are produced in accordance with corporate branding guidelines. To project manage own area of responsibility.

C. MAIN DUTIES AND RESPONSIBILITIES

- Provide digital and print artwork for College publicity, taking responsibility for particular projects such as college guides, e-bulletins and other e-marketing products, corporate communications, posters and newsletters.
- Work with College managers and other customers to clarify briefs and schedule products.
- Manage, refresh and maintain design templates and quality standards for college publicity, liaising with external design consultants where appropriate, and advising college staff on the application of the design framework including: publicity, signs, notices, documents, presentations, newsletters, etc.
- With support from the Marketing Assistant develop and update templates on the Intranet for design covering a range of products and formats.

- Manage design projects as required by the Head of Marketing and Admissions and the Marketing Manager (PR & Corporate Communications) to meet the objectives of the college marketing service
- Take digital photographs for use in marketing including: briefing photographers, organising photoshoots and (with support from the Marketing Assistant) filing images for the use of marketing purposes. .
- Assist with the maintenance of a photo library for use on the website and in marketing communications.
- Assist with all aspects of the production process, including liaising with external designers, printers and suppliers, overseeing delivery and organising distribution of finished products.
- To ensure that all design work adheres to the College's corporate guidelines and agreed style. In liaison with the Head of Marketing also advise College staff on appropriate layout and most effective type of media to be used.
- To work with the marketing team and staff across the college to ensure that all marketing materials comply with Disability Discrimination Guidelines.
- Play a key role in organising student helpers to deliver marketing activities such as completing administrative duties, representing the college at events and administering payment.
- Support the Course Information Unit activities during busy periods (enrolment) including carrying out client facing services i.e. dealing with potential students, answering phone calls, administering prospectus requests.
- Ensure that marketing procedures are followed and participate in the monitoring of the service.

D. EXPECTATIONS OF THE POST HOLDER

- Ensure that the college policy for equality of opportunity is adhered to and promoted in all aspects of the post holder's work.
- Ensure effective quality control and continuous improvement in all aspects of the work and responsibilities attached to this post, in keeping with the college's quality assurance procedures and systems.
- Ensure that the post holder carries out their responsibility for the safeguarding and the promoting the welfare of children and vulnerable adults.
- To comply with and promote College Health and Safety policies and procedures and to undertake recommended Health and Safety training as and when necessary.
- Be committed to professional self-development, through participation in in-service training as necessary for the successful carrying out of the job.
- Undertake such other duties as are commensurate with the grade of the post, as may be reasonably required at the initial place of work or at other locations in the college.

N.B. This job description is designed to outline a range of main duties that may be encountered. It is not designed to be an exhaustive listing of tasks and can be varied in consultation with the post holder in order to reflect changes in the job or the organisation.

E. PERSON SPECIFICATION

Qualifications and Experience

1. Qualified in graphic design at degree level or with work experience appropriate to the requirements of the post.
2. Experience of preparing artwork using software on Apple Macs.

Knowledge and Understanding

1. A good knowledge of relevant design software for DTP, web design and image production, as well as Microsoft Office software.
2. An understanding of web, photographic and print production processes.
3. An understanding of the College mission and how design can make a positive impact on recruitment and support policies of inclusion and diversity.

Skills and Abilities

1. The ability to design artwork to a high standard, and to follow templates and guidelines to provide creative products within the College's visual identity framework.
2. The ability to take digital photographs and to organise photoshoots to produce images for publicity.
3. Good interpersonal skills and the ability to work with a wide range of clients to ensure high levels of customer satisfaction.
4. Good written skills, including the ability to proof read text within artwork.
5. Good organisational skills, including the ability to plan tasks and projects and meet deadlines.
6. The ability to work on your own initiative and effectively as a member of a team.

When you are writing your supporting statement please make sure that you cover all the points in the Person Specification using each criterion as a separate heading.

Please return by post to: Personnel, 383 Holloway Rd, London. N7 0RN or you can email it t: jobs@candi.ac.uk