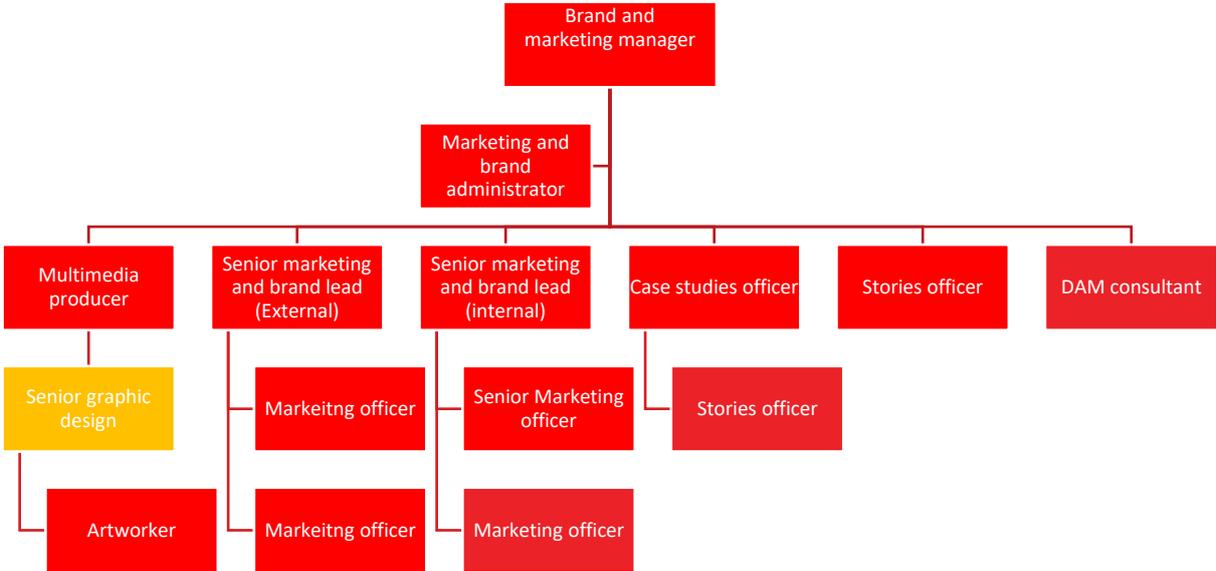


Job title: Senior Graphic Designer
Department: Marketing and Communications
Reporting to: Marketing and Brand Manager
Salary: £38,291 per annum
Hours: 35 per week
Location: Based in London
Contract type: Permanent

Aim and influence

Produce compelling design content for Crisis’ in print, digital channels and physical environments, which drives engagement and action amongst Crisis key audiences in support of ending homelessness. Line management of Art Worker.

Team structure



- Lead the design process, maintaining an overview from inception to completion of content tendered into the creative team
- Deliver high quality, inspiring design content in response to briefs – including developing concepts, creative research, image research, creating templates and art-working
- Deliver high end design and art working for larger more strategic creative briefs
- Work with Marketing and Brand and internal stakeholder teams to help shape creative briefs

- Work closely with the marketers, creatives and Stories Journalist in responding to briefs ensuring work is created to budget and schedule
- Ensure that creative outputs are developed in line with the project planning and design process within the wider Marketing and Brand team
- Ensure design assets are in line with the Crisis brand
- Work with the Senior Social Media Officer to produce reactive content for social channels.
- When required work alongside wider Marketing and Brand team, plus other creatives and stakeholder teams, to support on video and photoshoots, including casting, organising locations and props and conducting risk assessments
- Attend Crisis and external events as needed to gather photographic content, including occasionally in evenings and at weekends
- Ensure content is correctly uploaded, stored and tagged in the Crisis asset management system and in line with data protection policies
- Manage production of materials by developing and sharing schedules, procuring quotes and following purchasing protocols
- Perform quality checks on delivered products when required
- Stay up to date on current trends and share best practice with colleagues
- Create templates for use by freelance designers and colleagues across the organisation
- Ensure all assets are covered with the appropriate license, model release form and or consent for use form - and are only used with specified restrictions
- Commitment to Crisis' purpose and values including equality and social inclusion
- Maintain and grow a roster of suppliers, creative agencies and freelancers
- Gather print/production quotes when required
- Support Marketing and Brand Manager in maintaining the team and directorate vision including leading by example and setting a positive culture
- Deputise for the Marketing and Brand Manager when required

Line management

- Line management, support and development of the Art Worker including setting personal objectives, holding regular one to ones, mentoring and coaching and probation and annual appraisal reviews
- Create an environment where ideas thrive in print, social, digital and film
- Drive innovation and continuously looks for ways to optimise design creative

General responsibilities

- Actively encourage and support member involvement within Crisis communications
- Develop an understanding of homelessness and Crisis' aims

- Follow Crisis' policies and procedures, including health and safety
- Carry out other reasonable duties that may be required

Person Specification

Essential knowledge and experience

- An impeccable eye for detail to ensure that creative assets are produced and delivered to the highest standards
- Excellent design skills and knowledge of illustrator, InDesign and Photoshop
- Excellent photography and photo editing skills
- Ability to work with a wide range of people and put contributors at ease, including people who may be in vulnerable situations
- An audience-focused and evidence-based approach, with the ability to apply audience insight to creative work
- Solid understanding of the requirements of the main social media platforms (Facebook, Instagram, Twitter, YouTube and LinkedIn) and experience of producing and optimising content for these
- Exceptional creative ability, storytelling sense and can make the right calls with rationale when required.
- Experience briefing and working to external photographers and freelance designers
- Experience within an inhouse charity creative team or agency studio
- Knowledge of print processes and readying artwork for print.
- Experience working with, and sourcing the appropriate, production suppliers
- Understanding of corporate brand values and how communications need to reflect these

Essential personal competencies/soft skills

- Promote community and a collaborative approach within the team, directorate and stakeholder teams
- A good negotiator and problem solver, able to think on feet when required
- The ability to juggle a wide variety of projects, with timelines from the immediate to the long term
- Excellent relationship building, communication, listening and interpersonal skills, with a collaborative approach and willingness to embrace feedback - capable of developing strong working relationships at all levels.
- Self-motivated with strong organisational, project management skills, with a well-developed ability to manage competing priorities and make decisions. Calm under pressure. Remaining

proactive rather than reactive, always, responding to changing needs and priorities when required.

Desirable

- Experience of producing simple animations or working with animators to create assets to be built
- Experience using a digital asset management system
- Experience developing editable templates and training people on how to use them
- Oral and written communications skills, to include proofing and copy-editing
- Specialist design skills such as, basic film editing, motion graphics or front-end web development
- Good understanding of homelessness issues and the work of Crisis
- JIRA boards and agile project management

We encourage applications from all sections of the community particularly those with personal or previous experience of homelessness.

Supporting your application

Thank you for your interest in working for Crisis.

If you are interested in this role and are a Crisis member please initially speak to your Coach or Lead Worker at Crisis who will support you. If not please see below:

Before you apply, please take a moment to read through the frequently asked questions below which are designed to support your application and help you understand our recruitment processes.

The person specification requires a qualification or experience that I do not have. Is it still worth me applying?

The person specification has the key knowledge, skills, experience or behaviours needed to carry out the job successfully and you will be scored based on any information you provide. If you don't quite meet the criteria, for example if you have an understanding of something rather than experience of doing it yourself, you may still pick up points for explaining your understanding or how you might approach it. However, some of the person specification points, for example specific qualifications, are critical to the role so if you don't meet those requirements, you are unlikely to be shortlisted.

Can I apply by sending my CV?

Occasionally we accept CVs and a covering letter but only if this is requested in the advert for the post. We don't accept speculative applications or hold CVs on file.

What should I do if I can't complete an online application?

If you would like to apply in a different format, for example in a Word document, because you are unable to use the online process, please contact the Recruitment Team jobs@crisis.org.uk It is helpful if you provide details of your requirements or suggestions about how we might best support you to apply so that we're able to consider alternatives.

How can I maximise my chance of being shortlisted?

It is important that you complete all sections of the online application form to ensure that the recruiting panel understand your interests, skills, behaviours, knowledge and experience.

Shortlisting is mostly based on the information you provide in the assessment form section. A strong application will also be in line with the **Crisis Values** that you can find on our website.

Please note! If you don't provide full responses against the person specification points, the panel won't be able to score your application fully and it will be unlikely there is enough information for you to be shortlisted.

How quickly will I know if I have been shortlisted?

Every recruitment campaign will be different depending on how quickly the shortlisting panel can review applications but if you have not been shortlisted, you will receive an email from us confirming that.

If I am not shortlisted, can I get feedback on my application?

Unfortunately, we are not able to offer feedback on your application if you are not shortlisted for interview.

Can I get feedback after my interview?

We appreciate that information about where you did well or less well can be useful, so if you are not successful following interview we are able to provide feedback.

Will you notify me of future vacancies?

Once you have registered via Crisis Jobs Online, you can sign up to receive notifications of new vacancies based on the criteria you select. We also recommend that you check our website regularly for details of new vacancies.

I recently applied for a role and was not successful, but have seen the role re-advertised. Is it worth me applying again?

If the gap between advertising has been short, we would normally advise that candidates need not apply again, unless you have re-written and enhanced your application. Some examples might be that you have strengthened your examples using the STAR technique above.

Crisis Jobs Online

I have typed my personal statement answers into the online form, but it won't let me save them. What should I do?

There is a word limit of 400 per answer so it could be that you have exceeded the limit and that is what is preventing you from saving your work.

I filled in the personal statement section and tried to save it/submit it. However, it wouldn't do this and my information was lost. Is there any way to retrieve it?

You are encouraged to record your answers in a Word document first before copying and pasting your answers into the online application form, using the keyboard shortcuts Ctrl + C to copy and Ctrl + V to paste. The application form has a strict time out limit and so if you take longer than that limit you will lose your work and we are unfortunately not able to retrieve it.



Where can I get help?

If your query has not been answered above, you can contact the Recruitment Team jobs@crisis.org.uk for support.