



Job description

1. Post title – Graphic designer

Responsible to: Communications and marketing manager

Responsible for: N/A

Hours: 22.5 hours per week

Background

Since 1980, Prospect Hospice has provided dedicated end-of-life care service for people living in Swindon, Marlborough and north east Wiltshire. We bring care, comfort and confidence, around the clock, every day of the year.

Our aim is to provide excellent, personalised and compassionate care for everyone in our community who is affected by a life-limiting illness. We work in close partnership with other organisations – specifically with local health and social care professionals – as well as local people. Working within our community allows us to lead, provide and influence care so that anyone affected by a life-limiting illness has access to the best possible support when and wherever they need it.

2. Main purpose and scope

The graphic designer is responsible for:

- Producing high quality internal and external materials
- Creating emotive and engaging images and graphics for our website and social media platforms
- Be a brand ambassador for the hospice

The prime purpose of this role is to work with colleagues across the hospice to design and produce materials that drive the charity's key messages, increasing awareness of our work, encouraging supporter engagement and raising funds.



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A key element will be to working with internal clients to develop detailed briefs for a range of work and advising on design style, format and timescales. Following this you will develop concepts, graphics and layouts for designed elements ensuring all materials are consistent with the charity brand.

Along with tradition print materials, you will also need to be knowledgeable and experienced in creating digital media content.

3. Key accountabilities and areas of responsibility

Responsibilities will include, but will not be restricted, to:

- Managing the production of branded materials through to print or publication.
- Evolve, implement and evaluate the hospice brand.
- Be a brand ambassador, ensuring all hospice marketing materials (internal and external) are consistent.

Artwork/creative materials

- Researching, planning, creating and editing engaging materials for a range of audiences and publications.
- Producing consistently high-quality promotional, printed and digital materials in a wide range of formats.
- Liaising with colleagues and external suppliers to ensure brand quality and consistency.
- Production of user-friendly supporter and patient information.

Digital

- Production of materials for use on the hospice's website and across a range of social media platforms.

General

- Creating and managing working relationships with colleagues.
- Keeping up-to-date with relevant campaigns within the health, end of life and charity sectors.
- Maintaining good practices in relation to data protection.
- The respectful treatment of sensitive or confidential information to ensure the needs of patients, families, volunteers, supporters and staff are protected.
- Completing agreed programmes of work, meeting targets, deadlines and standards of performance as agreed with line manager.
- General administrative duties as required.



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4. Key Contacts

- Department heads, managers and staff across the organisation.
- Suppliers, agencies and other bodies, commercial and non-commercial, relevant to the role and purpose of the post.

Person specification

5. Skills, knowledge and experience

Essential

- Strong written and spoken English
- The ability to identify the target audience for any given publication, understanding their needs and adapting design styles to suit.
- Excellent knowledge of Adobe software including InDesign, Photoshop and Illustrator.
- Strong organisation and time-management skills with the ability to work in a fast-paced environment, prioritising workload from different sources accordingly, and working effectively to tight deadlines and often changing timescales.
- Excellent project management and problem-solving skills, with the ability to respond to sudden unexpected demands.
- The ability to multi-task and work well under pressure as part of a team.
- Strong interpersonal communication and negotiation skills.
- Excellent attention to detail.
- Understanding and respect for the importance of patient confidentiality.
- Experience of high-quality delivery.
- The ability to work independently/unsupervised, using own initiative and organising own workload.
- Ability to build relationships and communicate effectively and confidently with people at all levels.

Personal attributes

- Commitment to and ability to demonstrate Prospect Hospice values and behaviours at all times
- Able to maintain the highest professional standards at all times, and act as a true ambassador for the hospice.
- To be authentic, open, honest and transparent
- Have a track record of working inclusively and a genuine appreciation of the value of diversity.



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IMPORTANT ADDITIONAL INFORMATION

The line manager will discuss all elements of the job description with the post holder on an annual basis during appraisal, recognising that some elements may be developed.



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