



## Graphic Designer and Digital Coordinator

### Applicant Information and Job Description and Person Specification

#### Summary

Aston Students' Union (ASU) is a membership organisation for students studying at Aston University. The SU is led by elected student officers supported by a staff team. It is an independent charity and company that exists to impact positively on the life of Aston University students. The SU provides a range of services to enhance the student experience. Services are varied and include advice and support, a student representation framework, over 100 clubs and societies, an accommodation service, headline annual events alongside much more.

#### Job Summary

In your role as a Graphic Designer and Digital Coordinator, your day-to-day tasks will consist of collaborating with other teams to define requirements, iterate on design solutions, and contribute expertise for various digital products. One of the key aspects of your role is creating digital assets for a wide range of platforms, including websites and apps, social media, display advertising, and eCommerce.

**Principle Purpose of Job:** Responsible for the continued development and maintenance of our digital assets, you will be responsible for graphic design and digital marketing in conjunction with fellow team members. Provide creative and innovative solutions to all design requests/queries.

**Work Location:** Aston University Campus: Aston Students' Union, B4 7BX

**Responsible to:** Marketing and Media Manager

#### Equality, Diversity and Inclusivity

**Aston Students' Union is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on Race, Age, Disability, Sex, Sexual Orientation, Gender Reassignment, Religion or belief, Marriage and Civil Partnership or Pregnancy and maternity or any other protected characteristic. If you require any reasonable adjustments to assist you in the application or interview process, please get in touch to discuss your needs.**

## **Main Duties and Responsibilities:**

- A. Design and produce high innovative quality branding, design for print and digital solutions.
- B. Responsibility for the continual development of our visual identity, reflecting the vision and values of ASU.
- C. Participate and lead in design discussions and give feedback during planning and strategy meetings.
- D. Translate ideas into sketches, moodboards and mockups and iterate new designs based on feedback
- E. Create digital assets (static, video) for a range of platforms such as social, display advertising, eCommerce, websites.
- F. Create website and other digital assets using a variety of methods.
- G. Research industry trends to present ideas and concepts for timely digital innovation
- H. To liaise with internal/external stakeholders to ensure a satisfactory outcome from the design process
- I. To adhere to the brand guidelines and ensure staff follow the brand guidelines at all times.
- J. To provide creative solutions to marketing and promotional requirements and manage expectations of design concept and delivery timescales.

**Please Include a link to your portfolio with your application**

## **General Responsibilities:**

- A. Any other duties reasonably required by the Marketing and Media Manager or Senior Management team.
- B. Support the Marketing and Comms Team, Executive Officer team and wider Students' Union team.
- C. Providing general Marketing and Comms support to the wider team, particularly during periods of high demand.
- D. Dealing with and responding to general Marketing and Communications enquiries.
- E. Carry out duties at all times in compliance with the Aston Students' Union Equality and Diversity Policy, Ethical and Environmental Policy, Health and Safety Policy as well as adhering to all other Students' Union policies and procedures.
- F. To provide excellent customer service in dealings with our members, Executive Officer Team, Student Reps, colleagues and any other stakeholder.

- G. To attend training courses, conferences, and meetings necessary to fulfil the duties and responsibilities of the post.
- H. Ensure that equal opportunities, diversity and data protection policies are adhered to in all activities.
- I. Ensuring that day to day activities embrace sustainability and reduce the impact upon the environment by minimising waste and maximising recycling; saving energy; minimising water usage and reporting any electrical faults, water leakage or other environmental concerns to the facilities or line manager etc.

## **Standards**

- A. The post holder will be expected to both professionally and personally, display a positive image of Aston SU.
- B. The post holder will be expected to uphold the values of Aston SU and demonstrate high standards of professionalism, respect for others, integrity and accountability.
- C. To actively demonstrate commitment to equality, diversity and inclusion.
- D. The post holder will be expected to abide by the Union's various policies such as the Equality and Diversity policy and the Anti Bullying and Harassment policy at all times.

## Person Specification

### Essential:

- A “can do” positive attitude to challenges.
- Graphic Design degree or equivalent qualification in Graphic Design
- Excellent verbal and written communication skills, including proofing, spelling and grammar
- Great attention to detail
- Strong conceptual skills, high level sense of design, layout and typography, a broad thinker who is able to offer a variety of design solutions
- Able to lead on projects from start to finish, to use initiative and to work autonomously
- A team player attitude and willingness to work closely with colleagues and others when required.
- Strong knowledge of Adobe Creative Cloud (Premiere Pro, Photoshop, Illustration, Indesign etc) Experience of managing multiple projects
- Ability to communicate effectively with technical and non-technical audiences
- Computer literacy within a design/digital environment (including standard office software including spreadsheets)
- Is open to working flexible hours and can be available to work at events outside of standard working hours.
- Committed to supporting our charitable vision and delivering high quality services to our students.

### Desirable:

- Knowledge of HTML, CSS and Motion Graphics
- Demonstrable experience of developing and maintaining relationships with internal and external stakeholders.
- Experience of working with student representatives
- Knowledge of handling filming equipment (DSLRs, Gimbals and audio)

## Applicant information

- Starting salary; **£23,487**
- Job type; **Permanent**
- Pension; 7.5% Employer Contribution
- Free NUS Totum Card.
- If you would like to clarify any information or have an informal chat about the role, please email [s.hussain30@aston.ac.uk](mailto:s.hussain30@aston.ac.uk) .

- To apply, please send a CV and covering letter to our HR, Governance and Admin Coordinator, Shadab Hussain on [s.hussain30@aston.ac.uk](mailto:s.hussain30@aston.ac.uk). The covering letter should detail how you meet the criteria required for the role.
- Please submit a link to your portfolio with your application.
- **Application closing date: Wednesday, 5<sup>th</sup> October 2022**
- **Interview date: TBC**