

Job Description – Graphic Designer (13-month student placement)

GRADE & SALARY: HSV3 (£23,869)

DEPARTMENT: Marketing

RESPONSIBLE TO: Senior Marketing Manager

RESPONSIBLE FOR: None

JOB PURPOSE

The post holder will have full responsibility and accountability for the creation and production of design work to assist with the marketing of sport and physical activity to students, staff, and the wider community. This will be achieved by creating a range of high-quality design materials to be used across the complete marketing mix, which will ensure income and participation targets are met for all areas of the Sports Village, HertSquad and Performance Herts

The post holder will need excellent communication skills and be confident enough to contribute to the entire creative process, as well as working closely with all staff as a brand guardian to ensure that the brand guidelines are adhered to across the business. The post holder will also be required to keep a finger on the pulse of current trends and recommend improvements in design methods or formats as appropriate.

MAIN DUTIES AND RESPONSIBILITIES

Responsibilities and Accountabilities:		
Key Result Areas	Key Tasks	Key Performance Indicators & Measures
Graphic Design	<p>To create engaging and exciting promotional materials which are targeted to different audiences.</p> <p>To manage your own time and juggle multiple priorities and ensure all graphic design is delivered accurately within agreed deadlines.</p> <p>To create concept ideas which will work across multiple channels as part of an integrated marketing plan.</p>	<ul style="list-style-type: none"> Materials are on brand, targeted at the correct market and represent the product or service being marketed. Materials are created accurately and within agreed deadlines. Increased participation levels for all areas where usage or participation improvements are required. Create Graphic Design and Media review documents for senior management

<p>Market Research & Insight</p>	<p>Responsible for updating marketing materials on the marketing plans to enable effective review.</p> <p>Creation of own brief documents, which are derived from marketing and design meetings.</p> <p>Ensure that new marketing material is created to engage current and prospective customers at all times.</p> <p>Prepare and present new design proposals and analyse the effectiveness of previous designs. Recommend improvements as a result of that research.</p>	<ul style="list-style-type: none"> • All marketing materials to be saved to a shared marketing area while updating Monday.com • Specific targeted design briefs created.
<p>Team & Activity Management</p>	<p>Be the role model and brand guardian with the knowledge and excellence to market and promote all Sports Village, HertSquad and Performance Herts products and services.</p> <p>Develop employed staff to ensure that they have the right capabilities, attitude and enthusiasm to achieve on brand advertising.</p> <p>Offer input into creative meetings and share ideas.</p> <p>Liaise with print, production, and other companies to gain quotes and deliver artwork in the correct formats for a wide range of promotional mediums.</p> <p>Drive the commitment and output of the team in promoting and selling all added value products and services.</p> <p>Representing the department on internal and external work groups and for development opportunities in relevant areas.</p>	<ul style="list-style-type: none"> • Demonstrable knowledge of sales and marketing. • Required numbers of staff trained on brand communications. • Development of the wider sports village team and self through relevant CPD. • All artwork produced in the correct format for each of the different promotional mediums used. • Processes in place that can be used to undertake key tasks relating to graphic design.
<p>Communications</p>	<p>Contribute to an effective communications plan to maximise the use of resources available that include Sports Village Staff, Hedge Hog membership and booking system, the University's Departments and companies and specialist external agencies.</p>	<ul style="list-style-type: none"> • Communications plan is in place and updated monthly to reflect successes of previous months. • Internal University of Hertfordshire

		communication channels are used effectively and internal knowledge of the products and services we offer is widely known by staff.
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OTHER TASKS

To contribute positively to the development of the wider student sport and Sports Village business.

Undertake any tasks or additional responsibility that the Senior Marketing Manager may deem appropriate to the level of the post.

SUPERVISION RECEIVED

The Graphic Designer will work under the direction of the Senior Marketing Manager

SUPERVISION GIVEN

The Graphic Designer will provide design advice and support to all areas of the business.

CONTACTS

Internal - all customers and potential customers of the Sports Village; staff from different areas within the company; staff within the University including academics, management, support services and subsidiary companies; staff from the PFI partner company (Pinnacle); other internal suppliers of services.

External - Clubs, organisations and individuals who use or could use the facilities and services. Customers from the community, businesses and business organisations, local authorities, including education and leisure services, external agencies and suppliers, professional and amateur sports clubs and organisations, local and national media.

TERMS AND CONDITIONS OF EMPLOYMENT

Conditions of service

Hertfordshire Sports Village and other sports activities within the University of Hertfordshire are managed by Polyfield Property Ltd., which is a wholly owned subsidiary company of the University of Hertfordshire. The terms and conditions of employment are reviewed by the Board of Polyfield Property Ltd.

Hours of Work

This post is a fixed-term position (1.0 FTE) consisting of 40 hours per week for 13 months. Actual working hours will vary as per business requirements. This position requires the post holder to be flexible and potentially work as part of a shift rota, which will include evenings, weekends and bank holidays. Time off in lieu (at flat rate) is given for hours worked in excess of the standard week.

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Annual Leave

The annual leave year runs from 1st October to 30th September. Staff are entitled to 23 working days paid holiday (pro rata for part time contracts) during the course of the holiday year. After two years continuous service, holiday entitlement will increase to 24 days and after four years an additional 2 days are awarded. Time off in Lieu will be awarded (at flat rate) for hours worked on bank holidays.

Salary: HSV3 (£23,869)

An annual pay increase to recognise the cost of living/inflation will be paid subject to approval by the Board of Polyfield Property Ltd. Salaries are paid in arrears by credit transfer to a named bank or building society

Pension

All members of staff are automatically included in the Local Government Pension Scheme, which is a contributory scheme with the employee paying approximately 6% of salary and the employer making a similar contribution (the employer's rate is determined through a triennial Actuarial assessment) – **unless they opt out of the scheme**. Details will be given to the successful applicant. The scheme is administered by Hertfordshire County Council through Serco Solutions on behalf of the University

Additional Benefits

Staff are welcome to use the facilities at Hertfordshire Sports Village in accordance with our staff usage policy. Staff may also nominate one person to receive a discounted membership.

As a subsidiary company of the University of Hertfordshire staff may utilise all benefits open to UH staff, this includes access to catering outlets and Learning Resource Centre, discounted travel on Uno buses, access to discounted nursery facilities. Staff may also access courses run by the Staff Development Unit, University and Associated Colleges, assuming this does not conflict with requirements of your post.

There is a sick pay/sick leave scheme in operation.

Job Specification: Graphic Designer

Key Result Areas	Essential	Desirable
Education & Qualifications	<ul style="list-style-type: none">Studying for a BA (Hons) in Graphic Design	
Experience	<ul style="list-style-type: none">Experience of creating design brief documentsGood experience of Photoshop, Illustrator and InDesignExperience of taking design ideas from inception to completion.Experience of liaising directly with printers and other suppliers that may be used (signage, digital etc.)	<ul style="list-style-type: none">Experience of creating design briefs for leisure industry specific products or servicesExperience of creating branding guidelines

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	<ul style="list-style-type: none"> • Experience of creating brands or logos • Experience of production of publicity, marketing collateral and advertising. • Experience of juggling multiple tasks and achieving tight deadlines. 	<ul style="list-style-type: none"> • Experience of working in a sales and marketing environment
Skills & Abilities	<ul style="list-style-type: none"> • Achievement Focused – understands how individual and team performance produces results, and continually strives to deliver and exceed goals and objectives. Has a visible determination to contribute and achieve, and so adopts a proactive approach to work. Is a self-starter, and consistently maintains high levels of activity and productivity. Is able to bring drive, focus, and discipline into their role and inspire and energise others to behave similarly. Is passionate about the products and services. • Innovative – is able to think up fresh innovative ideas and solutions to improve business performance. Is able to seek out and explore new opportunities to improve ways of working, new products and services, and identify a range of solutions to think about how to achieve better results. Is creative in thinking, but realistic and presents commercially viable successes. • Communication and Influence – is able to communicate openly and effectively at all levels in the business, engaging others to understand what is being communicated. Drives two-way communication across their teams and wider colleagues, thereby enhancing working relationships. Has impact and credibility, using knowledge and expertise to influence all levels to achieve results. Understands how to adapt their style and tone to the audience, and can be persuasive and convincing in approach. • Relationship Management & Team Work – is able to build effective working relationships at all levels with ease. Is approachable and flexible in style, and is respected by others. Is comfortable in managing stakeholders, the team and customers, using their knowledge, demonstrating their capability, and clear communication skills. Is a team player, and a visible member of staff across the business, in addition to being an effective graphic designer, happy to present to large stakeholder groups at all levels. • People Management – is able to demonstrate an open and approachable style, and is able to engage and effectively work with stakeholders across the organisation. • Attention to Detail – is accurate in approach to work, especially when working at pace or under pressure of work. Is numerate in thinking, and able to identify 	

	<p>trends, what it represents, and instigate action based on the detail.</p> <ul style="list-style-type: none"> • Excellent interpersonal, management, technical, communication, presentation and customer care skills. • Able to work under pressure with attention to detail. 	
<p>Key Competencies</p>	<ul style="list-style-type: none"> • Demonstrates our values at all times: Welcoming, Extra Mile, Leadership, Consistency, Open & Honest, Memorable, Enthusiastic About Continuous Improvement and Sport First 	