

# Marketing / Graphic Design Officer -CRF

## Role Profile / Job Description

**Role Title :****Marketing / Graphic Design Officer (6 Month Fixed Term)****Responsible To :**Programme Manager – **Community Resource Fund (CRF)****Hours :**

21 hrs per week (6 Month Fixed Term) Start date TBC

*\*\*Please note, due to this initially being a temporary position currently freelance and job share applications will also be considered.***Salary :**

£27,041 Pro Rata Per Annum

**Primary Purpose :**

The Creative Industries Project will enable local and regional partners to work together to establish a CITP for Merthyr Tydfil residents. Arts venues will work with universities, colleges, schools and creative people to pilot a new way of working across boundaries. The aim of the project is to develop new initiatives by supporting them with training and learning opportunities as well as space to facilitate this process. Our Marketing / Graphic Design Officer will be responsible for the development of high quality marketing materials throughout the project - bringing the project alive through effective imagery that captures the interest of members of the public and other possible external partners. The Marketing / Design Officer will influence the success of the project with effective use of branding and high quality design.

**Specialist Accountabilities:****(broad parameters)**

1. To support the project throughout by conceptualising, designing and implementing creative graphic relating to the project on time and within budget;
2. Coordinate with Marketing / Communications Officer and our Marketing and Customer Engagement Manager to confirm marketing objectives of the project and organisation and ensuring they are met;
3. To work alongside the Programme Manager and Marketing and Communication Manager to develop the creative direction of the project;
4. To be responsive for ensuring brand consistency and high standards of marketing material;
5. To be responsible for any product photography for the marketing material, ensuring that all photographic materials are within the organisations styling guidelines shot objectives and project delivery expectations;
6. To develop and design layouts advertisements inclusive of copy and images;
7. To ensure that all artwork and information is accurate and approved by the Marketing and Customer Engagement Manager;
8. Coordinate the processing and release of marketing materials relating to the project in conjunction with instructions for the Marketing and Customer Engagement Manager and Programmes Manager;
9. Ensure the specification of any artwork is established and met;
10. Assist Partnering Organisation with marketing / design where appropriate and on instruction of the Programme Manager;

11. To coordinate the design of high quality promotional material and distributing of online and offline methods;
12. Networking with industry experts and potential Partnering Organisations to drive awareness;
13. To work collaboratively with the Programme Manager, Partnership Organisations and whole CRF project team in order to ensure consistence between marketing and communication resources;
14. To be responsible for ensuring that all marketing material are produced and distributed to time with schedules / programmes in order to maximise on the publicity of the project;
15. Ensure compliance of the Partnership Agreements and the Local Authority Agreement;
16. To attend appointments / meetings and take part in site visits to our Partnership Organisations if and when required;
17. To respond positively to the demands of Partnership Organisations, the hirers of the performing spaces and any collaborators throughout the project;
18. Carry out any other reasonable duties as required by the Programmes Manager or the Senior Management Team; and,
19. Occasionally undertake duties and responsibilities with regard to the Trust's Equal Opportunities and Health and Safety policies. This may include providing assistance with evacuation procedures or building searches in the event of an emergency at any of the Trust's premises.

**Generic Accountabilities:**  
(broad parameters)

1. To maintain appropriate levels of contact with internal and external stakeholders;
2. Take accountability in all areas of their work;
3. To report punctually for duty and maintain high personal standards in relation to a clean / tidy personal appearance;
4. To be an active and supportive team member, contributing in a constructive manner and treating all Performers, customers and staff with fairness and courtesy; and,
5. To perform any other reasonable instruction.

**Success Measures:**

- Levels of Customer Service;
- Positive feedback from Partner Organisation and Collaborators;
- Increase of organisations wishing to take part in the CRF project;
- Positive feedback from Team Members;
- Staff / Customer Satisfaction and Feedback; and,
- Internal Feedback Mechanisms.

**This role profile sets out the main duties and parameters of the post at the date when it was drawn up. Such duties may vary from time to time without changing the general character of the post or the level of responsibility entailed. There will therefore be other duties and requirements associated with your role and in additions as a term of your employment you may be required to undertake various other duties as may reasonably be required. Such variations are a common occurrence and cannot by themselves justify a reconsideration of the post.**

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## What we are looking for (Person Specification)

When preparing your written application, you will need to provide evidence against the criteria below, either in a work or personal situation. You may wish to use the STAR model. Briefly explain the situation, the Tasks and Actions you were required to take and the Results for you, the customer and the organisation.

### A. Knowledge and Experience

No	Quality	Criteria	Measured
1.	Experience as a Marketing /Design Specialist or similar role	Essential	Application
	Experience in developing advertisements both content and digital	Essential	Application / Assessment
	Experience in utilising web content management tools like WordPress	Essential	Application
	Experience in utilising marketing and design software	Essential	Application
2.	Ability to identify, build and manage relationships with customers and team members.	Essential	Assessment
3.	Ability to “ <i>think outside the box</i> ” and finding solutions to problems with the ability to take a logical approach to tasks	Essential	Assessment
4.	Experience and passion for working within the Arts and Creative industry	Essential	Application
5.	Ability to generate, plan and deliver creating ideas / projects	Essential	Application / Assessment
6.	Experience in developing and delivering high quality promotional material to time and within allocated budget	Essential	Application / Assessment

### B. Skills and Abilities

No	Quality	Criteria	Measured
1.	Excellent planning and organisation skills to ensure deadlines are met, with the ability to prioritise workload without close supervision	Essential	Assessment
2.	Good written communication skills to produce high quality material with demonstrable attention to detail	Essential	Application
3.	Confidence in dealing with internal and external stakeholders. demonstrating effective verbal skills	Essential	Application
4.	Personal integrity and commitment to upholding high professional standards. Is trusting, honest and open with the ability to take ownership of problems; Self motivated	Essential	Application and Assessment
5.	Good interpersonal & team-working skills and the ability to work with other departments to ensure events and activities are promoted effectively.	Essential	Application and Assessment
6.	Effective time management skills	Essential	Application / Assessment
8.	Ability to interpret and constructively use, and produce information in Microsoft Office packages such as word, Excel and Outlook 365's share points	Essential	Application
9.	A good standard of numeracy and literacy	Essential	Application
11.	Ability to identify and offer organisational improvements	Desirable	Application
12.	Ability to think on their feet and make prompt decisions.	Essential	Application

### C. Values

No	Quality	Criteria	Measured
1.	Works positively and inclusively with colleagues, partners and customers in order to ensure that Wellbeing@Merthyr does not discriminate against people on the grounds of age, sexuality, religion or belief, race, gender or disability.	Essential	Application
2.	A team player, committed to working across teams showing integrity	Essential	Assessment
3.	Committed to providing the very best service	Essential	Application Assessment
4.	Has a positive 'can do' attitude	Essential	Application
5.	Good Communication Skills	Essential	Application
6.	Cares about the role and the tasks undertaken with a wiliness to uphold and actively promote all Wellbeing@Merthyr service standard and polices	Essential	Application
7.	Demonstrates trust, openness and respect in dealing with people	Essential	Assessment
9.	Takes pride in their work	Essential	Application / Assessment
10.	Takes responsibility for own actions	Essential	Assessment

#### D. Other Requirements

No	Quality	Criteria	Measured
2.	Commitment to personal professional development, seeking training and development opportunities and willing to attend training programmes when requested to do so	Essential	Application
3.	Commitment to high quality service delivery	Essential	Application

#### E. Qualifications

No	Quality	Criteria	Measured
1.	Appropriate qualification in Marketing, Communications, Public Relations or relevant field	Essential	Application

#### F. Welsh Language

No	Quality	Criteria	Measured
1.	The ability to speak Welsh	Essential	Application
2.	The ability to listen and understand conversations in Welsh	Essential	Application
3.	The ability to write in Welsh	Essential	Application
4.	The ability to read Welsh	Essential	Application