# Job Profile

Job Title: Senior Designer

Directorate: Fundraising, Marketing, Digital and Influencing

Reports To: Creative Services Manager

Matrix Reporting To: None

Disclosure Check Level: None

Date created/last reviewed: November 2024

## Overall Role Purpose

The Senior Designer helps people with sight loss to live the life they choose by creating compelling, high quality creative design solutions that not only meets project and charity objectives but wins hearts and minds. They add value to Guide Dogs’ brand by providing direction and feedback for the design team, sharing best practice design advice with freelancers and contractors, internal colleagues and external agencies, ensuring that creative output supports and is in line with Guide Dogs’ marketing strategy. Ensuring that design and creative solutions are fully accessible and consistently and clearly communicate Guide Dogs’ visual identity.

The role plays a lead role in ensuring Guide Dogs’ visual identity remains up-to-date and engages Guide Dogs’ different stakeholders.

## Key Responsibilities

* Support in overseeing creative work produced by the in-house design team, freelance designers and contractors, offering best practice advice to ensure that the best creative solution is achieved and consistently meets established brand standards and accessibility guidelines.
* Act as brand champion, exercising creative judgment when reviewing materials and making decisions on work produced by other teams across the organisation, or their agencies. Demonstrate problem-solving abilities when dealing with breaches of the brand guidelines, manage the situation authoritatively and constructively.
* Play a lead role in evolving the visual identity of Guide Dogs’ brand, proactively making recommendations for development and ensure we continue to develop an inclusive identity that appeals to a diverse audience.
* Working collaboratively with the Creative Design Manager, marketing colleagues and third-party agencies to advise on photographic style, typography, page compositions and layouts to make sure our visual identity resonates with Guide Dogs’ different target audiences.
* Lead on the design of the key corporate publications for example Forward magazine; the annual report and accounts; Guide Dogs Appeal collateral; brand guidelines.
* Work collaboratively with internal colleagues, fully understand objectives and requirements of briefs and drive projects through the design process from creative concepts to finished artwork across print and digital applications, ensuring they are on brand, accessible and support Guide Dogs’ corporate objectives.
* Support the Senior Creative Services Officer to ensure briefs are resourced correctly and allocated to the right designer
* Support the Creative Design Manager to plan and deliver a programme of photographic shoots so that the photographic library contains up-to-date imagery and champions an inclusive and diverse range of photography.
* Consult with colleagues across the organisation to ensure their photographic requirements are considered. Ensure photographers are correctly briefed; art direct shoots as necessary; ensure images are correctly retouched prior to sharing across the organisation.
* Support the Creative Design Manager in reviewing design work and providing approval where necessary
* Deputise for the Creative Design Manager where required

## Breadth/Scope of Accountability

### People Accountability

Number of Direct Reports: None

Number of Indirect Reports: None

Number of Volunteers Supervised: None

### Financial Accountability

Annual Income Accountability: None

Assets Managed: None

Budget Accountability: £25,000

# Application of this Job Profile

All employees are required to carry out other such duties as may reasonably be required to fulfil their role and support functional and organisational objectives.

All employees must also:

* Comply with all organisational policies
* Promote the vision and values of the organisation
* Engage in continuous personal development

This job profile is accurate as at the date shown above. It does not form part of contractual terms and may be varied to reflect or anticipate changes to the role.

# Working at Guide Dogs

As well as other services to enhance the lives of people who are blind and partially sighted, we breed and train guide dogs. Staff and volunteers in all our locations support this work. Therefore, all employees must be comfortable working in environments where dogs may be present.

Guide Dogs is a volunteer-involving organisation and as such all staff are required to support volunteers in their roles. This may or may not mean the direct supervision of volunteers but will require all staff to play a supporting role. From time to time you may be asked to support / volunteer your time at Guide Dogs events that take place outside of normal working hours. All employees will be expected to advocate for Guide Dogs at all times and be a fundraiser.

Guide Dogs is committed to safeguarding and promoting the welfare of all children, young people and vulnerable adults with whom we work. We expect all of our employees and volunteers to demonstrate this commitment.

Guide Dogs will require proof of identity and the right to work in the UK.

# Person Specification

## Education/Qualifications

#### Essential

* Degree or equivalent in graphic design

## Job-Related Experience

#### Essential

* Proven experience in leading and delivering complex design projects from concept through to finished artwork, adhering to visual identity guidelines.
* Understanding of best practice principles of accessible communications and how to apply them.
* Proven experience in initiating new ideas and developing new creative concepts that meet project and brand objectives.
* Confident in presenting new ideas and complex design work to a range of stakeholders and skilled in navigating projects through the feedback process to achieve high quality and impactful outcomes.
* Demonstrable experience of providing constructive feedback on design work.
* Demonstrable experience of designing for social media and digital platforms and able to advise colleague on up-to-date best practice.
* Experience in commissioning photography and illustrations to meet the needs of a developing visual identity

#### Desirable

* Experience of directing other designers to lead the delivery of design projects with multiple deliverables
* Experience of working in an inhouse creative team.
* Experience of working in the charity sector.
* Experience of brand development and/or working with a new brand identity.
* Experience of motion design.
* Experience of creating design schedules.
* Experience of working on large high-profile fundraising products – online and direct mail.
* Experience of using a range of online tools across cloud-based storage, digital asset management systems and online project tools, such as SharePoint, OneDrive, Monday.com and Chorus.
* Experience in organising and art-directing photography shoots.

## Knowledge

#### Essential

* Expert knowledge of graphic design principles (typography, composition, colour theory) and producing well-considered creative across online and offline platforms.
* Expert knowledge in setting up artwork for print and optimising output for a range of digital channels.
* Demonstrable and up-to-date knowledge of design trends and best practice with an ability to share design reasons with colleagues outside the field of design.

#### Desirable

* Demonstratable knowledge and understanding of the charity sector and vision impairment sector.
* Design for accessibility from both a visual and technical perspective eg considerations in use of colour, typography and creating accessible PDFs.
* Expert up-to-date knowledge of social media formats and best practice of different platforms and formats.

## Skills and Competencies

#### Essential

* Excellent design software skills in using the Adobe Creative Suite – InDesign, Photoshop, Illustrator – After Effects is desirable.
* Proven experience in creating impactful visual communications.
* A passion and understanding of design, including in-depth knowledge of branding, typography and composition and is able to articulate how visual communication contributes to the overall success of a project.
* Excellent listening and communication skills, able to build relationships with colleagues at all levels of seniority, external agencies, and people with sight loss who use our services.
* Excellent time management and problem-solving skills with ability to manage multiple projects.
* A proactive, solution-orientated approach, with ability to work collaboratively. Professional, friendly, positive attitude with strong work ethic and willingness to learn and continually improve.
* An excellent eye for detail.
* Ability to manage own projects throughout the design process, identifying opportunities to make efficiencies in ways of working.
* Ability to balance requirements of the brand, accessibility and project-specific essentials to produce high quality, audience-centred solutions.

## Behaviours

Our behaviours capture the essence of what it is to be Guide Dogs people, whether staff or volunteer. They describe the experience we expect everyone – the people we support, donors, partners, our volunteers and staff – to have while working with us. Guide Dogs people are:

* **Person-centred** - We are a group of people working to help each person affected by sight loss. We listen, and recognise that every individual is different in where they’ve come from and where they’re going. We are open, empathetic and inclusive. We place the person at the centre of every decision.
* **Expert** - We are specialists in what we do. We are committed to excellence and will never stop innovating. We respect our history, but seek out ways to adapt and improve, and are always willing to learn.
* **Optimistic** - We are relentless in our belief that people with vision impairment can lead the life they choose. We are passionate about helping each person, committed to challenging barriers, and proud of who we are and what we achieve.

So, we: -

* **Partner** - We only change lives when we collaborate. We build valued relationships with donors. We work together with our service users and colleagues, volunteers and partners – and our dogs, of course – to deliver great outcomes. We support and develop each other.
* **Lead-by-example** - We can all be a guide. We take the lead and then hand it over, empowering people to make progress independently. We gain trust by having faith in others, and influence by example. We do what we say we will.
* **Engage** - We cannot change lives if we look on from the side-lines. We get involved, take ownership, and feel responsible for all we do, think and say. We celebrate wins big and small, and we hold ourselves and each other to account.

We use competency-based questioning within our recruitment processes to assess the extent to which candidates demonstrate these behaviours – in ways appropriate to this role – in how they are at work and generally as people.

## Safeguarding

If the role does or may involve working with children, young people or vulnerable adults, or supervising those that do, we’ll also be assessing ‘safeguarding competencies’ as part of the process. These are:

* Appropriate motivation to work with vulnerable groups;
* Emotional awareness;
* Working within professional boundaries and self-awareness; and
* Ability to safeguard and promote the welfare of children, young people and adults and protect from harm.

## Mobility

A flexible approach with a willingness to work outside of core hours and away from home when required.

## **Job Group (internal use only)**

This role has been evaluated as a Lead Professional, please [follow this link](https://guidedogs.sharepoint.com/:w:/g/EVFk992JMPxKme5qkpDNIwcBg6ZhGdfXjIp14xBSvLQcxw?e=Y2DeKQ) to view the salary band.