# Job Profile

Job Title: Designer

Directorate: Fundraising, Marketing, Digital & Influencing

Reports To: Senior Design Manager

Matrix Reporting To: None

Disclosure Check Level: None

Date created/last reviewed: 25/07/2025

## Overall Role Purpose

The 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 applying best practice design skills to ensure the brand identity is strongly articulated across all output (online and offline) and championing accessible and inclusive design across all touchpoints.

## Key Responsibilities

* Create innovative and on-brief design solutions across online and offline platforms, spanning print, digital (social media, web and email), presentations and infographics.
* Apply and share best practice to create high-quality creative solutions that meet creative, brand and accessibility standards.
* Work collaboratively with the Senior Designer, Senior Design Manager and teams across the charity (including wider fundraising and marketing teams, volunteering and operations) to advise on and develop successful, audience-focussed design solutions.
* Ensure our visual identity is applied in a confident, consistent and impactful way across all touchpoints, identifying areas of opportunity where necessary.
* Work with colleagues across the organisation to ensure in-depth understanding of briefs and scope of requirements to produce high quality creative concepts through to finished artwork that meets project objectives.
* Retouch and select appropriate images from the Digital Asset Management system, ensuring we use a diverse and inclusive range of photography across all our communications.
* Contribute to the maintenance of our Digital Asset Management system.
* Assist with photoshoots 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: None

# 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 and companion 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 experience in graphic design

## Job-Related Experience

#### Essential

* Demonstrable experience in conceptualising, developing and executing creative and engaging designs for a variety of marketing materials
* Delivering design projects from concept through to finished artwork
* Experience of working within cross-functional teams and directly with clients to deliver high quality designs
* Experience in designing within an established visual identity and ensuring creative coherence across all output
* Up-to-date understanding of best practice principles of accessible communications and how to apply them
* Demonstrable experience in photo retouching
* Demonstrable experience in designing for social media and digital platforms
* Experience in creating impactful visual communications with proven results

#### Desireable

* Experience of working in an inhouse creative team
* Experience of brand development and/or working with a new brand identity
* Experience of working in the charity sector
* Experience of motion design
* Experience of creating design timelines and schedules
* Demonstrable 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 and Monday.com.

## Knowledge

#### Essential

* Demonstrable and up-to-date knowledge of design trends and best practice

#### 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

## Skills and Competencies

#### Essential

* Excellent demonstrable design software skills in using the Adobe Creative Suite – InDesign, Photoshop, Illustrator – After Effects is desireable
* 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
* A collaborative and solution-focussed approach
* Professional, friendly, positive attitude with strong work ethic and willingness to learn and continually improve
* Excellent time management and problem-solving skills with ability to prioritise and manage multiple projects and deadlines
* An excellent eye for detail
* Ability to manage own projects throughout the design process, identifying opportunities to make efficiencies in ways of working, where necessary

## 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.

## Mobility

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