Graphic Designer

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| Job description |

Department:  **Marketing**

Location: **St Catherine’s Hospice**

Responsible to: **Marketing Manager**

Salary: £29,765

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| Job Summary |

As our Midweight Designer, you’ll play a vital role in helping our community understand, value, and support the hospice’s work. You’ll conceptualise campaign ideas and bring them to life across print, digital, video, and animation, while ensuring our evolving brand identity is consistently applied and creatively developed across all channels.

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| **Main Duties and responsibilities** |

Duties include:

* Develop creative ideas and campaigns to bring our brand message to life and inspire our community to support us

* Creating compelling and engaging visual assets across a range of media
  + Print: including brochures, leaflets, posters, fundraising
  + Digital: including website graphics, email campaigns, social media content
  + Video and animation: including short films, social reels
* Collaborate with the teams across the organisation to develop multi-channel campaigns that build awareness and support
* Take creative briefs from concept to completion, bringing fresh ideas and innovative thinking to each project
* Help embed the new brand identity internally and externally, ensuring consistency, accessibility, and emotional impact.
* Develop creative templates and brand tools to support other staff in delivering branded communications.
* Liaise with printers, videographers, and other suppliers as needed to deliver high-quality outputs on time and within budget.
* Stay up to date with trends in design, hospice communications, fundraising and community engagement to keep our materials relevant and impactful.
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Volunteers:

The Hospice has the advantage of being supported by a number of volunteers.

If a volunteer is assigned to assist you at any time, you will still retain responsibility for the requirements of this job in terms of accuracy, efficiency and standards of completion. You will also ensure good communication and be mindful of your responsibility towards that volunteer in terms of Health and Safety.

Confidentiality:

You should be aware of the confidential nature of the Hospice environment and/or your role. Any matters of a confidential nature, relating to patients, carers, relatives, staff or volunteers must not be divulged to any unauthorised person.

Data protection:

You should make yourself aware of the requirements of the Data Protection Act and follow local codes of practice to ensure appropriate action is taken to safeguard confidential information.

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| **Person specification** |

**Qualifications: Essential**

* Strong portfolio

**Qualifications: Desirable**

* **Degree** in Graphic Design, Visual Communication, or a related field or equivalent

**Relevant experience: Essential**

* 3–5 years’ experience in a similar design role, preferably in a charity, agency, or in-house creative team
* Strong skills across **Adobe Creative Suite** (InDesign, Illustrator, Photoshop, After Effects, Premiere Pro)
* Experience with both **print and digital design**, including artwork setup and responsive web/social formats

**Relevant experience: Desirable**

* Experience of designing fundraising collateral
* Experience of building emails in Mailchimp or equivalent platform

**Key Skills and Abilities: Essential**

* Ability to develop and execute conceptual ideas that align with brand tone and values
* Excellent communication and collaboration skills
* Ability to manage multiple projects and deadlines independently

**Key Skills and Abilities: Desirable**

* Photography or illustration skills
* Confident in producing and editing **video and animation** for campaigns and storytelling

**Other:**

* Commitment to personal and professional development
* An understanding of and demonstrable commitment to the hospice’s values of caring, compassionate and committed, as a framework for decisions, actions and behaviours.
* Understanding and commitment to the aims of Equality, Diversity and Inclusion
* Appreciation of confidentiality
* Flexible and proactive working approach
* Able to work flexibly outside normal working hours if needed, including supporting events (time off in lieu policy applies)
* Empathy, resilience and emotional awareness needed to work in a palliative care setting and sensitively bring real stories from our community to life