



**UNIVERSITY OF LINCOLN STUDENTS' UNION
JOB DESCRIPTION**

JOB TITLE: Graphic Design Assistant	DEPARTMENT: Central Services
LOCATION: Students' Union	REPORTS TO: Digital Graphic Designer
SALARY: Grade 3, £18,009 per annum permanent, 37 hours per week	DATE: January 2020

Context	<p>The Students' Union is an independent body which exists to support students in both their academic and non-academic experiences; whilst working closely with the University and local community</p> <p>Student leaders are elected by the student body, and supported by the staff's expertise to deliver services and represent student needs; to enhance the experience of all students at the University of Lincoln.</p>
Job Purpose	<p>Working within University of Lincoln Student's Union Marketing and Communications Department, this role will allow the successful applicant an opportunity to work in a dynamic and fast paced environment creating, designing and branding events and campaigns for both the student community and public market.</p>

KEY RESPONSIBILITIES

Key Responsibility 1	
Creative Design	<p>Working alongside the Digital Graphic Designer and the Digital Communications Coordinator to help create publicity campaigns aimed at the student body, promoting various events, campaigns and activities of the Students' Union. This will include print, web and motion graphics.</p> <p>Plan and create graphics based on the needs of departments in liaison with the Digital Graphic Designer and Marketing & Communications Manager.</p> <p>Design and produce flyers, brochures, ads, and other marketing materials as directed by the Digital Graphic Designer, including electronic copy and print.</p> <p>Support in the preparation of artwork in a timely manner as required by the departments and Student Leaders of the Students' Union.</p> <p>Assist in the preparation of artwork for the website and social media in a timely manner.</p> <p>To maintain a detailed working knowledge of core software packages, providing assistance in their operation, identifying problems and recommending solutions.</p> <p>Manage day to day workload ensuring creative priorities are met.</p>



Develop knowledge and skills required to support the Students' Unions extensive annual campaigns calendar and commercial outlets.

Key Responsibility 2

Branding

Assist the Digital Graphic Designer with generating ideas for existing and new brands, campaigns and guidelines.

To assist with ensuring the creative brand guidelines of the Students' Union are adhered to on all advertising, publicity and publication.

Support in producing graphics which adhere to the creative guidelines of the Students' Union, including assisting in producing proposals for all activities of the Students' Union including commercial and charitable events.

Ensure all output of work is completed accurately, to a high standard, and in a timely manner, being a reflection of Union values, communications best-practice, and project aims.

Key Responsibility 3

General Duties

Assist in the regular review of publications and publicity with the Digital Graphic Designer when required to ensure that the Students' Union remains innovative and dynamic.

Actively seek ways and recommend ways to streamline process as part of continuous improvement.

To assist in maintaining and improving the image library for the Students' Union to use in its publications and publicity.

In addition, undertake such duties as may reasonably be requested and that are commensurate with the nature and grade of the post.

ADDITIONAL INFORMATION

Scope and Dimensions of The Role	<p>Work in a manner that reflects the values of the organisation as shown in ULSU's constitution and strategic plan, and in line with ULSU policies and procedures.</p> <p>Promote a positive image of the University of ULSU at all times.</p> <p>Keep abreast of relevant national and local developments and attend conferences, training events and meetings as necessary.</p> <p>Maintain confidentiality in respect of all areas of the job responsibilities and be aware of current policy relating to the Data Protection Legislation.</p> <p>Engage in appropriate training programmes as identified by your line manager.</p> <p>Participate in the staff performance and development review scheme.</p> <p>Actively follow and promote ULSU policies.</p> <p>Some attendance at meetings outside normal office hours may be required.</p> <p>To undertake such other additional duties as may be required from time to time within the overall scope of the appointment, as directed by the Senior Management team</p>
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Key Working Relationships	Digital Graphic Designer Digital Communications Coordinator Marketing and Communications Department Executive Officer Team Students' Union SMT Web Design team. Union Staff Team
External Contacts	University Marketing Department BAM National Union of Students External supplies

Author	Y Thompson	Date Published	January 2020
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**UNIVERSITY OF LINCOLN STUDENTS' UNION
PERSON SPECIFICATION**

Job Title: Graphic Design Assistant

<i>Selection Criteria</i>	Essential (E) or Desirable (D)	Where Evidenced Application (A), Interview (I), Presentation (P); References (R)
Qualifications: Good general education background (qualified to degree). GCSE or equivalent in English and Mathematics. Relevant IT Qualification.	E E D	A A A
Experience: Experience of creating design work using the software packages; Adobe creative suite 4 upwards. An understanding of the particularities of working within democratic organisation. Experience of working within a creative team in-house or an agency	E D D	A,I A,I A,I
Skills and Knowledge: Exemplary written and verbal communication skills. Strong IT skills, including an advanced level use of Excel, Word, PowerPoint and Outlook. Able to manage own workload, time and priorities. Effective problem solving Highly skilled in the use of Adobe creative suite.	E E E E E	A A A A,I A,I

Up to date knowledge of Adobe CC suite –Illustrator and After Effects	E	A,I
Competencies & Personal Attributes: Commitment to the delivery of high standards of service. Up to date knowledge of Adobe CC Suite –Illustrator and After Effects Creative and artistic Accuracy and attention to detail. Ability to work in a team Ability to work to deadlines Ability to demonstrate initiative Understanding of, and commitment to, Equal Opportunities within the workplace. Personable and Professional in relationships with others.	E E E E E E E E E	A,I,R A,I A, R A,I A,I A, I A A I,R
Business Requirements: May be required to work the occasional evenings and weekends.	E	R

Essential Requirements are those, without which, a candidate would not be able to do the job. **Desirable Requirements** are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.