Role title: **Designer**

##### Reports to: Membership Marketing Manager

##### Job purpose: To be responsible for the design and production of a range of BACP communications across print and digital mediums. Including (but not limited to) online animations, member resources, project collateral, application forms, printed promotional materials, direct mail, annual reports, email design and video editing in accordance with BACP’s brand guidelines and in-house style.

**Financial**: None

**Staff:** N/A

**Other:** BACP departments, 3rd party marketing agencies

##### Principal accountabilities:

1. To lead in the design and production of a range of BACP communications across print and digital mediums, handling internal briefs from end-to-end to deliver innovative, engaging and creative content.
2. To lead the development of online animations, digital website content, printed member resources, project collateral, application forms, printed promotional materials, direct mail, annual reports, email design and video editing in accordance with BACP’s brand guidelines and house-style. (This will exclude those online resources created by colleagues in the Member Services department).
3. To act as guardian of the BACP brand, monitoring the accurate use of BACP’s logo and ensuring BACP’s house-style is maintained by offering guidance and assistance (both internally and externally) as required.
4. Creating design templates where appropriate, enabling colleagues from other departments to fulfil design objectives with standardised materials
5. To work collaboratively with Member Services colleagues responsible for the creation of online member resources (including animation, video and design) to share learnings, and develop shared principles ensuring brand consistency across all member facing collateral
6. To liaise with 3rd parties, include printers, fulfilment houses and agencies in the successful production of such collateral to challenging deadlines.
7. To maintain an efficient digital and printed materials archiving system.
8. Where appropriate, to work collaboratively with the Web Content Manager in the development of engaging member and public facing webpages and content using our CMS.
9. To assist with any other appropriate duties as agreed between the Marketing Manager and role holder.

**BACP Principal accountability**

* To be a BACP ambassador by upholding and demonstrating our values at every opportunity, through verbal, written and face to face communication.

##### Context:

Operating environment: BACP Departments, design and produce a range of communications materials in-house to support communications and wider business objectives

Organisation: Role sits within Marketing and Engagement department

Framework and boundaries: GDPR, advertising legislation

##### Relationships:

Manager: Monthly 1 to 1s, regular team meetings

Other contacts: BACP departments, third parties

##### Knowledge & experience:

* A design related undergraduate degree or equivalent industry experience
* A solid understanding and experience of key graphic design principles
* Comprehensive understanding of the Adobe Illustrator, Photoshop and InDesign software solutions.
* Experience of working across a range of print and digital mediums, and in developing engaging content specifically for websites
* Experience of working with Premiere Pro and After Effects is desirable, but not essential
* An understanding of working within Content Management Systems is also desirable, as is a working knowledge of relevant accessibility guidelines
* Willingness to stay abreast of new developments in the creative design and marketing industries
* Experience of working in a graphic design role, preferably within a marketing communications setting, is preferred
* Ability to create effective, engaging and creative content to meet a range of objectives across differing audiences and channels
* Committed to delivering objectives on time and to standard via excellent planning and organisational skills
* Excellent written, verbal and interpersonal skills and an ability to communicate at all levels across channels
* A good team player with a flexible approach to work and with an ability to handle multiple tasks
* A creative mindset and an eye for detail. We’re looking for somebody who takes pride in their work and is comfortable with owning the end-to-end design process

##### Job challenge:

We’ve previously outsourced most of our design projects to an external provider.

However, we’re keen to continue to improve the way in which we engage with our 53,000 members, and as such, are now looking for an experienced designer to lead the development of creative, innovative and engaging content from within BACP.

##### Additional information:

Must keep up to date with best practice, trends and developments within the digital and print design industry