

Job Description

Job Title	Graphic Designer	Grade	2
Department	Communication & External Affairs - Marketing	Reports	0
Reports to	Brand Manager		

Our values

The role holder will be expected to operate in line with our company values of:

- Progressive
- Warm
- Excellent
- Thoughtful

Values are the principles that drive our behaviours. They are organisation-wide and should be adopted by everyone. Behaviours provide a consistent standard we can all expect inside the organisation from one another, and towards our members and stakeholders.

Main purpose of the role

To work with the Brand Manager and wider Marketing function, plus a team of externally contracted consultants to deliver creative elements and key collateral for marketing and communications activities in support of APM products and services.

Dimensions & Limits

This role provides the business internal design support for the Marketing team and wider business maximising the take up of APM product and services.

The role holder is responsible for in house design requests across print, digital, animation and video.

Decisions relating to the marketing programme and budget are referred to Head of Marketing.

Key relationships

Internal

- Marketing colleagues, business development team, professional standards team, knowledge team, management level colleagues. All sections in the association including appropriate panels and committees.

External

- Third party suppliers and contractors including design and media agencies. APM corporate partners, training providers and volunteer community.

Career development

We are a learning organisation and want our employees to learn and grow during their time with us. There are many ways in which they can do this:

- Personal development days offer an opportunity to attend interactive bite sized training events.
- Our fantastic knowledge share calendar of events enables colleagues to share their knowledge with each other as well as access to a coach or mentor to help employees to navigate their chosen career paths.
- Shadowing in other departments is a popular way to learn about the roles and challenges across the different functions.

Key responsibilities / accountabilities

General:

- Support the Brand Manager and wider business in the delivery of marketing plans through graphic design.
- Collaborate, brainstorm, and strategise with multiple teams for a wide range of materials that may include web pages, presentations, promotional collateral, signage, internal communication, newsletters, and marketing materials.
- Translate strategic direction into high-quality design within an established brand identity.
- Develop concepts by hand or with software, and execute original content determining ideal usage of colour, text, font style, imagery, and layout.
- Manage the design and uploading process of all project material, understanding best practices for using a content management system.
- Use trend intelligence and an understanding of the current and historical business and market to design and execute collateral.

Management of design production schedule

- Liaise with stakeholder to determine their requirements and budget.
- Manage stakeholder proposals from typesetting through to design, print and production.
- Working with stakeholders, briefing, and advising them about design style, format, print production and timescales.
- Develop concepts, graphics and layouts for product illustrations, company logos and websites.
- Determine size and arrangement of copy and illustrative material, as well as font style and size.
- Prepare rough drafts of material based on an agreed brief.
- Review final layouts and suggest improvements if required.

Key performance measures

- Appropriate level of sign off gained with relevant stakeholders.
- Ensures APM's corporate identity is adhered to in all marketing activity.
- Monitors stock levels with logistic supplier.
- Ensures that performance measures support all departments in APM.
- Ensure any marketing material produced is to a consistent high standard in copy, tone, design, and print.
- Adhere to the APM style guide and policies

Person specification – Graphic Designer

Attribute	Essential	Desirable
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Qualifications		<ul style="list-style-type: none"> • Educated to degree level • CIM qualified or working towards CIM
Experience	<ul style="list-style-type: none"> • Experience of working in a similar role • Experience of designing multi-channel creative for all media types • Managing external suppliers • Experience with photo or video editing software (like Photoshop or Adobe Premiere Pro) • Understanding of the latest marketing tactics • Copywriting skills / excellent written and verbal communication abilities 	
Knowledge	<ul style="list-style-type: none"> • An understanding of marketing 	<ul style="list-style-type: none"> • Knowledge of APM's products • How to present statistical information
Skills	<ul style="list-style-type: none"> • Excellent organisational skills • Strong communication skills • Well-developed teamwork skill • Ability to produce clear written documentation • Good PC skills including Word, Excel, PowerPoint • Adobe CC suite including Photoshop, InDesign, Illustrator, After Effects, Premier Pro 	<ul style="list-style-type: none"> • Experience of using CMS
Behaviour / Competency	<ul style="list-style-type: none"> • Analytical thinking • Concern for accuracy • Customer focus • Interpersonal skills • Planning and organizing • Results orientation 	