



<b>Department:</b>	Communications and Marketing
<b>Reports to:</b>	Head of Communications and Marketing
<b>Hours:</b>	37.5 hours – Full time

### **Job Purpose**

To work with the St Oswald's Communications and Marketing team, and wider Hospice teams, to ensure that St Oswald's Hospice and its associated events, campaigns, services and products are promoted effectively both on and offline to all stakeholders, by researching and delivering high quality, creative design across a variety of media that helps us to achieve our aims. Design should reflect St Oswald's Hospice vision, values and ambitions for our community.

### **Main Accountabilities, Responsibilities and Duties**

To take a lead role in the design of all forms of high quality, creative artwork for all Hospice services. This will involve producing a wide range of marketing materials for a variety of audiences including but not limited to, designing for fundraising events and campaigns, internal communications and spaces, clinical, print advertising, posters, leaflets, uniforms, displays and design for digital and retail.

To provide an excellent service working with clients, both internal and external, to bring to life clients' ideas into visual, creative concepts and designs that suit the client's purpose and are in line with deadlines and available budgets.

To be confident to generate and present new ideas and visual design options to clients with the ability to communicate rationale behind design concepts so clients can make informed decisions. Be resilient to take feedback and work with feedback to find creative and cost effective solutions.

To support the Head of Communications and Marketing by being the main Hospice brand guardian at all times, proactively supporting and advising colleagues and external contacts to understand and apply our branding guidelines appropriately to ensure communications and marketing materials are identifiable as a brand package.

To have an excellent working knowledge of branding to interpret and adhere to branding guidelines, including external clients' guidelines, with the confidence to suggest practical solutions should design or content issues arise.

## **JOB DESCRIPTION & PERSON SPECIFICATION**



**St Oswald's  
Hospice**

### **GRAPHIC DESIGNER**

To liaise with all relevant internal and external clients who may include suppliers such as mailing houses, printers, photographers and providers of outdoor advertising, ensuring briefs are effectively communicated, best value for money and effectively solving problems if they arise.

To demonstrate an excellent understanding of different marketing requirements such as print formats, stocks and print processes.

To keep up to date with new developments, legislation and opportunities in the field of Creative Design, to ensure St Oswald's Hospice adheres to models of best practice and is aware of industry trends. Use this knowledge to keep our brand relevant to our markets and ahead of competitors.

#### **External Relations**

To use your own and St Oswald's Hospice existing support networks to positively and effectively promote the work of St Oswald's Hospice.

To help maintain good working relationships with creative design personnel and across other relevant organisations such as Together for Short Lives and Hospice UK.

To help maintain and manage day-to-day relationships with relevant external agencies such as any external design and digital agencies, ensuring positive relationships to benefit St Oswald's Hospice.

#### **Finance and Resources Management**

To have an overview understanding of any relevant Communications and Marketing budget lines and support the Head of Communications and Marketing in the effective control and monitoring of the relevant budgets.

Working with colleagues, ensure financial targets relating to creative campaigns and activities are understood and achieved, this will include acquisition, conversion and retention targets.

To liaise with, where appropriate to the level required of the role, media buyers and other creative personnel, to negotiate and place orders which represent best value and encourage added value to all orders.

Ensure communications and marketing are produced within branding guidelines, completed on time and within budget.

#### **Self-Development**

To undertake appropriate personal development, maintain and develop skills and knowledge as determined by your annual review and development meetings and subject to the availability of resources.

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Take an active and engaged part in the performance management process, helping to set annual objectives for the role which help to achieve organisational Vision and objectives.

#### **Risk Management including Health & Safety**

We take the safety of our staff, volunteers, patients and their families seriously and we have a full suite of Health and Safety procedures and training that we'll ask you to sign up to and we will expect you to complete all our essential health and safety training.

Everyone is expected to take an active role in monitoring and maintaining a safe working environment at all times and report any unsafe conditions or potential hazards.

#### **Team Working and Conduct**

Team work is core to the role and you will work as a positive team member at all times. Our Respect at Work Policy and People Charter help to guide everyone in how we live this day to day.

To adhere to all St Oswald's Hospice policies and procedures to ensure that these are maintained at all times.

#### **Other**

To undertake some extended hours and possible disruption as needed to cope with periodic peak workloads and / or emergency circumstances.

To know and understand what St Oswald's Hospice Vision and organisational objectives are, and ensure the tasks carried out on a day to day basis help achieve these aims in some way.

To undertake any other duties as appropriate within the competence and general level of responsibility of the post under the direction of the Communications & Marketing Management, including administration duties as relevant to post / projects.

All members of staff and volunteers of St Oswald's Hospice are required to maintain the confidentiality of members of the public, staff and volunteers in accordance with St Oswald's Hospice policies and GDPR legislation. The post holder will have access to confidential information and is expected to ensure that the highest level of confidentiality is maintained at all times.

The job description reflects the immediate requirements and objectives of the post. It is not an exhaustive list of the duties but gives a general indication of the level of work undertaking, which may vary in detail in the light of changing demands and priorities. Substantive changes will be carried out in consultation with the post holder.

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#### **Dimensions of the post**

The post holder will not have direct responsibility for budgets but will assist in the day-to-day control and management of relevant budget lines and will be asked to keep costs to a minimum.

The post holder will not manage any staff, though will support the management and workload allocation of relevant volunteer team members and assistants.

#### **Risk Assessment**

The generic organisational risk assessments will be used for this role: VDU, Task and Environmental, working from home. Specific risk assessments will be used if needed and as appropriate to the post holder, for example, maternity and disability.

#### **Disclosure / Level**

An Enhanced Disclosure and Barring Service check (DBS) is required.

PREPARED BY

Steph Whitehead, Head of Communications and Marketing, September  
2022

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St Oswald's  
Hospice

### GRAPHIC DESIGNER

#### PERSON SPECIFICATION

'Where assessed' key: A-Application form, I-Interview, P-Presentation	Essential	Desirable	Where assessed
<b>QUALIFICATIONS TRAINING AND EDUCATION</b>			
Educated to degree level (or relevant equivalent or equivalent professional experience) in a related field such as graphic design.	X		A
Post graduate and / or professional qualification in a related field such as graphic design for patient care sector/income generation.		X	A
<b>EXPERIENCE</b>			
A minimum of three years' paid experience in a professional setting and relevant role such as Graphic Designer creating visual designs to successfully meet multiple and varied clients' aims and objectives.	X		A/I/P
Experience of patient care sector.		X	A/I/P
Experience of income generation sector.		X	A/I/P
Experience of third /charitable sector.		X	A/I/P
Experience and understanding of using graphic design to aid user journeys and experience, how to increase reach, acquisition, conversion and retention.		X	A/I
Experience and understanding of impactful graphic design for digital, SEO, PPC, social media and email/text marketing.	X		A/I/P
Proven experience of using IT/design packages such as Adobe Photoshop, InDesign and Illustrator to create effective design collateral to achieve project aims and within specified budgets. Experience of Microsoft Office.	X		A/I
Some experience of writing good quality content for multiple communications platforms, complementing effective graphic design.		X	A/I
<b>SKILLS, APTITUDES AND ABILITIES</b>			
Ability to work to deadlines and flexible to business needs, be able to multi-task and efficiency to prioritise a busy varied and workload effectively.	X		A/I
An excellent design eye for multi-channels marketing and communications campaigns.	X		A/P
Good understanding of current graphic design best practice and trends.		X	A/I
Excellent attention to detail.	X		A/I
Good communication skills both written and verbal.	X		A/I/P
Ability to think creatively, be resourceful and use innovation when design briefs are constrained by time and/or cost.	X		A/I/P
Animation and video editing skills.		X	A
Able to problem solve efficiently and effectively.	X		A/I
Able to maintain good working relationships.	X		A
Able to be mindful of our budget management		X	A/I/P

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process.			
Able to present the work of St Oswald's Hospice to a wide audience.	X		I
The creativity to originate new ideas and the confidence to implement them.	X		A/P
Able to understand and explain sometimes complex issues in clear and concise language.	X		A/P
Experience and interest in producing photos, video and other multi-media content.		X	A/I
Able to use Adobe design packages with ease.	X		A/I
Understanding of the principles of digital Data Protection laws, including GDPR.		X	A
Understanding of wider marketing techniques to ensure consistency across integrated campaigns.		X	A/I
<b>PERSONAL ATTRIBUTES</b>			
Enthusiasm and passion for creative design to achieve its agreed aims.	X		A/I
Ability to understand, empathise and demonstrate qualities within St Oswald's Hospice People Charter.	X		A/I
Able to develop good working relationships and communicate effectively with all levels.	X		A/I
A creative, pro-active, self-starter who can be self-motivated, able to work on own initiative. High level of self-drive.	X		A/I
Resilient and takes ownership and accountability for own workload.	X		I
Ability to handle a varied workload, with competing deadlines and prioritise effectively.	X		A/I
Able to work well as a member of a team with positivity and flexibility as well as work independently.	X		A
Confidence and resilience to handle new experiences and situations.	X		I
<b>KNOWLEDGE</b>			
Understanding of third sector opportunities and challenges.		X	A/I
A sound knowledge of branding and how this can be used to enhance communications, reputation, income generation and provide reassurance to stakeholders.	X		A/I
An up-to-date understanding of design trends and styles.		X	A
An understanding of marketing to generate sales and income.		X	A
<b>OTHER</b>			
Able to undertake some out of hours working on an ad-hoc basis as required by the role.	X		A/I
Able to drive and have day-to-day access to a car.		X	I
<b>WORKING ARRANGEMENTS</b>			
Suitable for hybrid and flexible working			
<b>SIGNED</b>	<b>Prepared by Steph Whitehead, Head of Communications and Marketing</b>		
<b>DATE</b>	<b>September 2022</b>		