

Junior Designer – Job Description

Line Manager: Philip Gwynne – Lead Designer

Team: Marketing and Communications

Location: Darlington

Date: April 2021

Role Purpose:

To work within the Marketing team as part of our in-house design team, supporting the design and production of print, digital and web collateral for CPI, its projects, and partners.

Key Responsibilities:

- Produce attractive and effective designs for print, digital and web
- Liaise and communicate effectively with clients and other team members
- Offer input to creative meetings and share ideas
- Able to present design ideas and concepts clearly with well thought-out design choices
- Support and collaborate with the team throughout the execution of campaigns and projects
- Ability to manage multiple design projects at once and consistently deliver them to a high standard of quality regardless of project size
- Help maintain CPI's Design, Image and Video Libraries
- Support the planning and production of photography and videography
- Help maintain good working relationships with external suppliers (e.g. printers/agencies)
- Ensure all brand guidelines are adhered to across each project
- Aid in policing CPI's brand, both internally and externally

Direct reports: No direct reports

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Person specification

Education / Qualifications:

Essential:	Desirable:
Educated to HND level (or equivalent) in a Design or Art related subject	Educated to Degree level (or equivalent) in a Design or Art related subject

Competencies and behaviours	
Leadership (Enabling)	Decision Making (Enabling)
Demonstrates commitment to common goals, integrity and trust in all dealings with colleagues and customers.	Identifies the key factors in a complex problem.
Communication (Enabling)	Developing self and others (Enabling)
Is able to influence others by preparing a reasoned argument to adopt a specific tactics or plan, in line with strategy, and persuade other of the merit.	Is personally committed to, and actively seeks, opportunities to improve continuously.
Collaboration (Enabling)	Delivery (Enabling)
Understands the value of establishing effective and supportive relationships, and collaborative working.	Displays commitment and engagement to own work. Pursues everything with energy, drive and a need to finish, even when faced with setbacks or resistance.

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Knowledge and Experience:

Essential:	Desirable:
Experience designing for print, digital and web	Experience working within a team environment and working directly with clients
Expertise with Adobe Creative Cloud (e.g. Photoshop, InDesign, Illustrator)	Video editing experience
Good understanding of print production methods and artwork setup	Basic knowledge of HTML and CSS
Strong written and verbal communication skills	
Time management and multitasking abilities	
A problem-solving aptitude	
Motivation to maintain and improve design standards	
Willingness to listen to feedback and use it to improve	
A keen eye for detail	
A strong portfolio of work	