



Role Profile

The Role			
Role Title:	Designer	Reporting to (job):	Member of design team (this is tbc)
Legacy job titles covered by this role profile:		Jobs that typically report into this role:	None
Function / Org Unit	Brand / Marketing & Communication	Job Number:(<i>to be assigned by Reward</i>)	
Base and travel	Hybrid - Home and Southeast Hub	Band (<i>to be assigned by Reward</i>)	B
Role Dimensions			
Number of direct reports	0	Manager/Individual Contributor:	Individual Contributor
Number of dotted line reports	0	Budget (Operating/Capital)	0
Total No of Reporting Staff (include all direct and indirect reports)	0	Decision Making Authority & Responsibility for Resources	<p>This is a creative role and once a brief is agreed the initial design is the responsibility of the jobholder.</p> <p>The postholder takes initial design direction from the line manager and then has the freedom to decide on the design for the creative assets, feeding back decisions to the line manager.</p> <p>Requests are varied and unique so the postholder must</p>

			independently research and propose solutions to each. Ensure the RSPCA brand is correctly and consistently applied. Manage the correct use of the RSPCA lozenge/logo when consulted. Ensure photographs and artwork are correctly credited and presented.
Working Environment	DSE User		
Role Purpose	The role of (graphic) designer is an integral part of the RSPCA design team and offers support to the senior designers by taking responsibility for smaller, independent projects. The role includes designing a range of RSPCA creative assets, for use online and offline. This is a highly creative role and the post holder must ensure that the RSPCA's brand image and reputation is enhanced and totally protected at all times.		
Principal Accountabilities	<div>1. Design a range of RSPCA creative assets including leaflets, booklets, reports and posters, but also assets to be used in digital media (web banners, adverts, Facebook headers, graphics for campaigns and other social media platforms) to reflect the RSPCA brand.</div> <div>2. Periodically review style of house publications/online offerings, and suggest suitable changes to keep ahead of emerging styles and concepts.</div> <div>3. Work directly with other departments eg: campaigns, fundraising, sciences, to create, develop and produce their individual design requirements (posters, reports, social assets, conference materials etc).</div> <div>4. Research and select images from the RSPCA Photolibrary (or externally, when appropriate) for use in RSPCA materials. Decide on the most effective use of the images in the page design whilst staying within the RSPCA Photolibrary guidelines. Research alternatives where photography is unavailable, e.g. commission illustrations or a photoshoot, working with the photographer to create suitable imagery and select the most appropriate.</div> <div>5. Supply all content on schedule (final artwork /Portable Document Format (PDFs)/photographs) to the print management company, and Social media assets (in appropriate formats) to the digital teams.</div>		

	<ol style="list-style-type: none"> 6. Maintain an electronic archive of all design projects on the shared server so designers can easily access these files in the future. Archive all design projects on computer and backup to server. 7. Regularly and proactively update working knowledge of the main design programmes (Adobe CC suite) used within the design team (Including but not limited to; InDesign; Illustrator; Photoshop; Acrobat) to assist with own work and any problems experienced within the team. 8. Maintain and order all design equipment and materials required by the design team. 9. Supply correct RSPCA logo and usage guidelines to internal and external clients. 10. To be a positive ambassador of the RSPCA brand, offering guidance and coaching on its application to a wide range of staff, plus external suppliers eg fundraising agencies. Ensuring that the RSPCA's brand image and reputation is enhanced and totally protected at all times. 11. Act as the main contact for the company providing page-turning software used to replicate magazines/reports digitally on websites. As the main user of this software, the postholder must be able to explain its function to others.
Key Interfaces	<p>The job holder must have the ability to build and maintain relationships with individuals and groups of people within the Society, and it is essential to understand and deliver their requirements appropriately and effectively. The ability to communicate effectively at a range of levels, from marketing exec to director level. Negotiation skills will be required.</p>
The Person	
Personal Attributes and Key Competencies	<p>Ability to work on a number of projects at one time. Creative eye. Able to meet deadlines. Good communicator. Good negotiation & influencing skills Interest in current digital/print design trends.</p>

Essential Key Skills, Qualifications & Experience	<p>Degree in Graphic design.</p> <p>Recent working knowledge and high level of skill in: Adobe Creative Cloud, including: Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe Acrobat.</p> <p>Work experience in Graphic Design studio/agency and supported by a portfolio of relevant work.</p> <p>Technical knowledge of Adobe Creative Cloud, including: Adobe InDesign, Adobe Photoshop, Adobe Illustrator and Adobe Acrobat.</p> <p>Technical reproduction knowledge (printing).</p> <p>Able to work in a brand style.</p> <p>Good knowledge of email/web design.</p> <p>Working knowledge/trouble-shooting skills of Apple Mac computers.</p>
Desirable Key Skills Qualification & Experience	<p>Understanding of user experience and user interfaces.</p> <p>Experience working in digital design.</p>
Personal commitment to:	<p>Adhere to the Society's charitable objectives, which are to promote kindness and prevent or suppress cruelty to animals.</p> <p>Take care of their own health and safety and that of others who may be affected by their acts and omissions.</p> <p>Uphold the RSPCA's core values</p> <p>Cooperate with Society policies and procedures</p> <p>Understand and comply with any Society Code of Conduct.</p>
RSPCA Core Values	<p>Our values for our employees, volunteers, trustees, branches and future members of our Community Engagement Programme guide everything that we do.</p> <p>They also guide how we work to rescue and care for animals and how we work with individuals, families, communities and other organisations.</p> <p>We are compassionate: we care deeply about the lives of animals, we have empathy for people, we act with kindness and consideration at all times</p>

	<p>We are inspirational: we are life changing, we inspire by taking the lead, we speak up when others don't, we take brave decisions, we change animals' lives for the better.</p> <p>We are committed: we never give up, we have energy and determination, we rescue animals from cruelty and neglect, giving them new opportunities and supporting others in doing so, and advocate for all animals at risk of harm.</p> <p>We are expert: we have expert knowledge which we willingly share, we act on the basis of evidence, we underpin our decisions and actions with science, data and experience.</p> <p>We act with integrity: we are honest and trustworthy, we act with integrity, we do what's right.</p>
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Creation and Authorisation			
<i>Statements in this Role Profile are intended to reflect, in general, the duties and responsibilities of the position, but are not to be interpreted as totally inclusive.</i>			
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Approved by (HR):	Luan Moorshead	Role: HRBP	Date: 21/7/22
Date Job last evaluated:	July 2022		