



## Job Description: Senior Designer

Salary:	£32,000 (full time salary)
Contract:	Permanent
Location:	Hatton Garden, London
Hours:	30 or 37.5 hours per week; flexible working will be considered
Reports to:	Head of Communications

The purpose of this role is to be responsible for the Centre's brand – working with colleagues to create the best content possible across all communications channels. The role sits within the Centre's management team and will oversee all creative outputs, from research reports and infographics to presentations and videos.

### Key responsibilities include:

#### *Design*

- Producing high-quality design for print and digital assets. Leading the design process for print and digital communications from typesetting through to design, print and production, creating designs, concepts, graphics and layouts for publications, projects and events.
- Leading on the development of the brand's visual identity and work closely with the Head of Communications and external agency on the brand review and in the shorter term using the Centre's existing visual identity and creatively interpreting briefs to add value to project outcomes.
- Managing and updating the in-house image library, ensuring image use meets copywrite requirements and laws.
- Ensuring Centre for London's brand is used consistently by third party organisations.
- Keeping informed about trends in design and identifying new opportunities for the Centre's brand, publication types and communications materials.
- Work with colleagues to develop innovative new print and digital outputs in line with the organisation's objectives and workstreams, particularly developing multi-media communications materials, from newsletters, video and infographics.

#### *Organisation*

- Sitting within the management team, this role will champion and promote the brand and ensure it is used consistently across the organisation in all internal and external communications.
- Providing in-house design templates (in Adobe and MS Office) and delivering training to the wider team to ensure the brand is used consistently and effectively.
- Defining the time and workflow for creative projects, offering a professional in-house studio service, and prioritising work appropriately.

#### *Services and budget*

- Liaising with external agencies, designers, photographers, suppliers and consultants where required to ensure value-for-money and high-quality design and production.



- Oversee and lead print procurement – source providers and maintain up-to-date knowledge of prices, materials, processes and deadlines/delivery, keeping an updated record on Salesforce (our Customer Relationship Management system).
- Ensuring projects are delivered on time and within budget.

***General responsibilities and duties***

- Undertaking the duties of the job description in accordance with the operational policies of Centre for London, including but not limited to the diversity policy and code of conduct.
- Maintaining good working relations with Trustees, staff, volunteers and other stakeholders.
- Presenting the organisation in an appropriate and professional manner to its stakeholders.
- Contributing to the development and growth of the organisation through working in accordance with its wider objectives, corporate philosophy and values.
- Assisting at Centre for London events outside of normal working hours as necessary.
- Undertaking any other reasonable duties as may be required.

## Person Specification

Applicants be passionate about London and must show commitment to the mission of Centre for London; to develop new develop new solutions to London's critical challenges and advocate for a fair and prosperous global city.

### Experience and attributes

#### *Essential*

- Qualified to degree level in a design-related subject or the equivalent demonstrable experience.
- Significant expertise with key design software packages Adobe Creative Suite, MS Office and proficiency with Mac.
- Proven experience of delivering design projects in-house design team or in a design studio.
- Precise layout skills with an exceptional eye for detail and typography.
- Proven print and online design experience with portfolio of completed design projects.
- Production of multimedia projects/materials.
- Working with print and design agencies.
- Strong technical skills with the ability to learn new software.
- Able to balance and prioritise multiple tasks, often to urgent and competing deadlines.
- Excellent attention to detail.
- Excellent team player.
- Ability to adapt and learn quickly.

#### *Desirable*

- Experience of project management and client liaison.
- Production of data visualisations and infographics.
- Experience of video editing software.
- Knowledge of website design and HTML.
- Knowledge of email design, especially Mailchimp.