



The University of York / The Student Centre  
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## JOB DESCRIPTION

<b>Job Title</b>	<b>Junior Graphic Designer</b>
<b>Reporting to</b>	Senior Graphic Designer
<b>Place of Work</b>	The Student Centre – University of York [hybrid options available]
<b>Hours of Work</b>	35 hours a week
<b>Salary</b>	£22,735- £25,100 per annum (dependent upon experience)

### Purpose of Role

To design and create engaging concepts for promotional materials across all areas of the Students' Union including sub brands, key events and commercial outlets. To continually develop and strengthen the YUSU brand across both digital and print platforms. The graphic designer will be responsible for ensuring a strong identity is consistent throughout YUSU's communications - from inception through to sign off and production. It is the duty of the post-holder to meet design briefs, budgets and deadlines set and to plan and coordinate the production of the required publicity ensuring the best value for money and building relationships with regular suppliers.

### Operational Management

- To assist in developing the brand identity of the organisation.
- To assist in developing new and re-developing existing identities and brands
- To be responsible for the research, creative development and presentation of concepts.
- To provide expert advice and guidance to the Communications Manager and Director of Marketing and Communications on issues relating to the organisation's brands and image; suggesting solutions or avenues of exploration.
- To establish and maintain positive working relationships with key university staff and departments.
- To establish and maintain positive working relationships with external stakeholders
- To coordinate the short and medium term provision and organisation of resources, including communications and identity guidelines.
- To work under own initiative to develop and build new brands, promotions and opportunities that will increase engagement and communications with YUSU.
- To remain up to date with design innovation and trends, both locally and nationally, through research and networking.

**Finance**

- Work effectively with finance staff on raising purchase orders for print and digital collateral.
- Liaise with budget holders to ensure budgets are not exceeded.

**Staffing**

- Supervise and delegate work to student staff and work experience students on set projects and briefs.

**Key Tasks:**

- Create thought provoking and engaging print and digital work for key events and campaigns that are held throughout the academic year – such as Freshers' Week, Summer Ball and YUSU Officer Elections.
- Champion the YUSU brand and sub brands and where fit implement research, rebrands and brand development.
- Develop and lead on the design aspect of the YUSU Communications Strategy.
- Present concepts and ideas on key campaigns at monthly marketing and senior management meetings.
- Work with the Communications team to create responsive websites and to keep the YUSU website and digital signage up to date.
- Communicate with external printing suppliers to negotiate prices, production and delivery and work within budgets set by the Communications Manager.
- Research into new and effective ways whether they be print or digital on communicating the YUSU brand to students.
- To research and develop an understanding of YUSU's membership demographics target markets.
- Assist the team in the creation of digital content for YUSU's social media channels.
- Work alongside the YUSU Commercial Services team on promoting their brands and supporting them through the creation of print and digital publicity when needed.
- Liaise and build strong working relationships with various University departments for collaboration on joint projects when they arise.
- To be responsible for internal and external signage and work alongside design agencies where necessary to develop the interiors of the Student Centre and YUSU's Commercial venues.
- Assist the communications team on showcasing the Students' Union success and the Impact on the Student Experience.
- To promote the benefits and successes of YUSU both internally and externally.
- To be an advocate for YUSU.
- To attend meetings, training courses and conferences deemed appropriate to the position.

**General Notes**

- The principle roles and responsibilities will change from time to time and the post holder is required to undertake any additional duties as deemed appropriate.
- Staff are required to have a Personal Development plan and to participate in training, meetings or conferences considered relevant to their job. Staff must carry out their duties with full regard to the rules, policies and procedures and conditions of service contained in the staff information guide.
- A condition of the employment is that all staff are expected to assist in key events throughout the year e.g. Freshers Fair, Summer Ball and any other key events if necessary. Staff are expected to portray a positive image both internally and externally of the Students' Union by displaying standards of service integrity, punctuality, politeness and professionalism.
- To uphold YUSU's environmental and sustainability practices, ensuring good practice is met.
- To abide by YUSU constitutions and policies.
- To work within, promote and uphold the student- led and democratic ethos of the Students' Union.
- **YUSU envisages that this post will develop through time and that the post-holder is expected to be proactive in pursuing these changes.**

### Person Specification

Requirements	Essential	Desirable
<b>QUALIFICATIONS</b>		
Educated to HND level in Graphic Design or equivalent experience	*	
Highly skilled in (but not limited) to Adobe Illustrator, InDesign and Photoshop	*	
<b>EXPERIENCE</b>		
Specialised knowledge and skills in the area of Graphic Design (e.g. typography/layout/image manipulation)	*	
Specialised/advanced knowledge of specific relevant software for design (Adobe Creative Suite, Photoshop, Illustrator, Indesign)	*	
Specialised/advanced knowledge of print/production techniques relative to graphic design/printing		*
Knowledge of other relevant areas of expertise such as copy writing, web programming and photography		*
Knowledge of relevant marketing techniques		*
Experience of photographic assignment and art direction		*

Experience of using creative flair under pressure to deliver positive outcome and impact	*	
Experience of producing initial concepts as well as expertise and creative input from the inception stage of design work through to its final production	*	
<b>SKILLS AND ATTRIBUTES</b>		
Accurate spelling and good standard of written English	*	
A high level of accuracy and attention to detail	*	
Excellent PC and Mac skills	*	
Excellent communication skills in order to interpret briefs successfully	*	
General IT skills including a working knowledge of Microsoft Office		*
Excellent interpersonal skills-able to communicate well both written and verbally, being open to feedback	*	
Strong time management skills- able to meet tight deadlines, work on a number of projects at one time and cope with varying workloads	*	
Ability to work well under pressure, to be flexible and adapt to changes in priorities	*	
Possess a positive attitude to work and ability to organise own workload	*	
Able to work as part of a team as well as under own initiative	*	
Commitment to the delivery of high standards of customer service	*	