

Job Description

Job Title: Graphic Designer

About SLC

Student Loans Company is a non-profit making Government-owned organisation set up in 1989 to provide loans and grants to students in universities and colleges in the UK. We are responsible, in partnership with Local Authorities in England and Wales, the Student Awards Agency for Scotland, the Education and Library boards in Northern Ireland, the Higher Education Institutions and HM Revenue & Customs, for student support delivery in the UK.

Company Mission

We enable our customers to invest in their futures by delivering secure, accurate and efficient assessment, payment and repayment services.

Company Vision

Our vision is to be valued as a digital, customer-focused, centre of excellence.

Job Details

Overview of department:

SLC's Marketing Department are part of the Product Development and Digital Customer Directorate. We facilitate the student application, payment and repayment processes, implementing policy and changes, through guidance on multiple digital platforms. Our Product Marketing, Online Services and Campaign and Communications Teams work together to create materials for every step of the customer journey using analysis, development and testing to arrive at customer focussed solutions for students, their parents and stakeholders across the UK.

The Campaign and Communications Team (which this role is part of) also facilitate business and corporate design support – creating colleague facing materials to inform, engage and educate our own staff as they develop in their role within the company.

Grade:

G3 Fixed Term Contract

Reporting to:

Multimedia Editor

Budget Responsibility:

n/a

Line Management Responsibility:

n/a

Job Purpose:

The multi channel (Graphic) Designer provides design and development support to the Marketing team and the wider business; providing expertise and creative consultation in the build and delivery of a range of tools including, but not restricted to, campaign and design, animation and eLearning

assets, mainly for use on online platforms (some in print), mobile devices, and as syndicated content across social media and partner websites. Working as part of a creative team, the designer will collaborate with UI designers, content editors, film makers, analysts and marketing specialists to ensure a customer focussed, holistic approach to design and deliver against campaign and business objectives.

Key responsibilities:

- Work with the marketing teams on the development and delivery of multi media design solutions to brief, within timescales and budgets and relevant to the audience, channel and platform
- Develop functional content, assets and components for use on websites, print media, social media platforms, handheld devices and partner sites where required
- Keep up to date with all emerging technologies and design techniques, including inclusive design and accessibility standards
- Liaise and communicate effectively with a range of internal colleagues, stakeholders and external suppliers, managing stakeholder input, adapting approach as necessary
- Develop an understanding of the requirements in order to extract a clear brief of business needs and develop a concept and functional solution fit for purpose, taking account of timelines and available budget
- Administer tight version control over work produced and maintain all necessary shared documentation, e.g. content inventories, style guides and Document Layout Specifications
- Support the planning and delivery team with impact analysis and in estimating the time required to complete the work
- Continually monitor and evaluate effectiveness, interpreting trends and customer insight to improve business functioning, create value for money and improve the overall customer journey.

Knowledge, Skills and Experience:

- A relevant qualification in Graphic Design, Computer Science or a design related discipline
- 3+ years experience in a media / communications / marketing based environment
- A proven track record in turning complex briefs into effective customer focussed content and design solutions and in executing creative campaigns (URL and / or portfolio examples required at interview)
- Demonstrable experience in multi channel design for handheld devices (URL and / or portfolio examples required at interview)
- Ability to create press ready artwork for digital and litho printing with an understanding of imposition and print finishing; proofing and preparing print jobs for final presentation
- Ability to multi task, prioritise workloads and manage demanding timetables and deadlines
- Proven ability to work flexibly across multiple projects and with multiple stakeholders / teams, including the ability to prioritise time and workload
- Good presentation and communication skills
- Excellent IT skills, especially with design and photo-editing software but including film and editing software
- Exceptional creativity and innovation
- Excellent time management and organisational skills
- Accuracy and meticulous attention to detail
- Professional approach to time, costs and deadlines