# JOB DESCRIPTION – VISUAL DESIGNER / DIGITAL DESIGNER

**Job title:** Visual Designer / Digital Designer
**Reporting to:** Executive Director
**Hours:** Full time
**Salary:** £30,000 - £36,000 depending on experience
**Contract**: Permanent   with 6 months probation period
*Closing date for application: 21st March*

## Summary

The role of the Visual Designer / Digital Designer is to strengthen the organisation's brand and to take an artistic lead in creating concepts and designs for a variety of platforms, including our award winning online journal, website, visual media and marketing collateral. The Visual Designer / Digital Designer will enhance our message, make our media platforms exciting and user-friendly, and be able to transform content ideas into multimedia experiences.

## Key Tasks and Responsibilities

- Work within the Calvert 22 Foundation brand guidelines to create layouts for the Calvert Journal and other platforms that reinforce the organisation's style and voice through visual touchpoints.
- Establish the look and feel of various interfaces, including web and mobile.
- Design logos, icons and infographics.
- Work with the Journal team to visualise content, creating layouts that align with the Foundation's brand guidelines.
- Create and organise production assets.
- Source and produce images and video footage.
- Work with a component library.
- Support the marketing team with marketing collateral including digital and print.
- Ensure brand cohesion across all design projects.
- Scope time and resource required to complete the project work.

- Act as line manager for design team including consultants.

## Person Specification

- Creative, with a strong sense of visual aesthetics and the ability to formulate effective concepts.
- Ability to successfully juggle multiple projects while effectively managing timelines and expectations without compromising quality.
- Able to inspire user engagement that meets strategic marketing objectives for the Foundation.
- Excellent attention to detail.
- Good team player and communicator with the ability to effectively take direction as well as delegate work.

## Skills, experience and qualifications required:

- 5+ years experience with transitions, animation, motion design and dynamic interaction, with a solid foundation in typography, layout and design.
- Excellent visual, written and verbal communication skills, along with presentation and negotiation skills.
- Up to date with the latest technologies, best practices and industry trends.
- Strong problem-solving skills.
- Solid proficiency with Adobe Design Creative Suite (Photoshop, Illustrator and InDesign).
- Videography.
- Effective communication of design through graphics and mock-ups.
- Strong portfolio; please provide link with your application.

Calvert 22 Foundation, 22 Calvert Avenue, London, UK, E2 7JP is a registered charity no.1134939 and a company limited by guarantee no. 06941737

www.calvert22.org