

<b>Job title:</b>	Studio Lead (Graphic Design)
<b>Job ref:</b>	HFL1395
<b>Hours:</b>	37 per week
<b>Salary Band:</b>	Band 4 – Up to £32,000 p.a. plus excellent benefits
<b>Contract:</b>	Permanent
<b>Reports to:</b>	Marketing Manager
<b>Team:</b>	Marketing
<b>Location:</b>	Remote working with flexibility required to attend occasional meetings at the Head Office in Stevenage, Hertfordshire.

## Our company

Herts for Learning (HfL) is an award-winning provider of products and services to schools and educational settings within and outside Hertfordshire. We believe that every young person, through access to a great education, should be able to realise their potential, regardless of where they live or their circumstances.

We focus on supporting the schools we work with to achieve successful long-term outcomes for their children. HfL is majority owned by Hertfordshire schools and operates with a not-for-profit ethos.

## Job context

The Graphics Studio sits within the wider marketing team, which also includes a Digital team, a Content Marketing team, plus a communications function. Providing marketing and graphics support to all teams within HfL, assisting them with promoting their products, services and resources to schools, setting and trusts in Hertfordshire, and across the UK.

## Purpose of the job

The Studio Lead will lead the graphics team, comprising in-house and freelance designers, to provide the business with graphic design support and creative advice resulting in the development and delivery of professional marketing materials, education resources, training materials and corporate literature.

## Main areas of responsibility

To lead the graphics team to create compelling communications that reflect the company's vision and creatively evidence the impact of the work that HfL undertakes on the educational outcomes of children.

- Manage the day-to-day running of the graphics schedule, ensuring all designers (in house and freelancers) are equipped with accurate briefs and appropriate supporting materials
- Provide creative support and input into the development of educational resources, marketing materials, social media graphics and digital assets
- Assist with the development of marketing strategies and help to plan for the year ahead
- Schedule work, set deadlines and manage client expectations
- Manage the print production and ensure best value and quality for all printed materials
- Ensure purchase orders are raised, financial procedures are followed, and invoices are paid on time
- Administration of the stock photo libraries and Adobe CS licences
- HfL is passionate about diversity and inclusion in schools – ensure photography reflects EDI (equality, diversity and inclusion), adheres to the brand guidelines and represents the core values
- Be a champion for the brand ensuring all aspects of the business adhere to the brand guidelines
- Build good relationships with suppliers and freelance graphic designers
- Carry out Graphic Design work when required
- Manage and develop the in-house graphic designers

The duties and responsibilities listed above describe the post as it is at present. The post holder is expected to accept any reasonable alterations that may from time to time become necessary, particularly in light of the current Covid-19 situation.

## Person specification

Please provide a supporting statement outlining why you are applying and how you meet the criteria below;

- Highly proficient in Adobe InDesign, Photoshop, Adobe Illustrator and Acrobat Pro
- Experience of working in a graphic design role preferably in a commercial organisation
- A qualification in graphic design or similar/ or equivalent experience
- Able to work with Mac or PC
- Exceptional eye for detail, precise layout skills and excellent proof-reading skills
- Organised with strong time management skills to meet deadlines
- Experience of leading and developing a team to deliver on workstreams
- Experience of managing designers who work remotely

- Able to communicate well with others, including presenting and explaining ideas to colleagues
- Able to work on numerous projects simultaneously in a fast-paced environment with frequently changing priorities
- Enthusiastic with a flexible and proactive approach
- Capable of working alone or as part of a team
- Able to demonstrate a genuine desire and willingness to learn

## **Equal opportunities**

HfL is committed to being an equal opportunities employer. We insist on the equal treatment of all current and prospective colleagues and will never condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership.

HfL is also equally committed to becoming an anti-racist organisation and we encourage you to view our [Black Lives Matter statement](#) which gives clarity on our anti-racist stance. In our relentless efforts to be an anti-racist organisation, we recognise the negative impacts of under representation and lack of diversity in our organisation, our education system and in all aspects of our society. Therefore, for recruitment into any HfL post, where we have 2 or more candidates of equal merit, candidates with protected characteristics will be given advantage over candidates without such characteristics. This is sometimes referred to as a 'tie-breaker' and is referred to as 'positive action' in the Equality Act 2010.

To help us meet our high standards and aspirations of a fully diverse and inclusive workplace, we strongly encourage suitably qualified applicants from all backgrounds to apply and to join us.

Please note that if you are invited to interview, we will expect you to be prepared to discuss unconscious bias with us; we find these conversations more than any others give us all a good idea of what working together will be like.

## **Disclosure and Barring Service**

This post may be subject to full pre-employment checks and is exempt from the Rehabilitation of Offenders Act 1974. Please note that additional information referring to the Disclosure and Barring Service is in the guidance notes to the application form. If you are invited to an interview you will receive more information.

## **Health and safety**

It will be the duty of every employee while at work to take reasonable care for the Health and safety of themselves and of other persons who may be affected by their acts or omissions at work.

## **Intellectual property rights**

