

JOB DESCRIPTION

Job title:	Designer
Grade:	6
Directorate:	Strategy and Communications
Unit:	External Relations

Job purpose

- To promote the work of the Mayor of London and London Assembly brands by creating original, high quality, creative concepts in response to briefs, that conform to the Mayor of London brand guidelines.
- To generate high quality concepts for targeted campaigns that work across social media only as well as digital and print, that focus on specific messages and are advertised Londonwide.
- To help improve the design of digital services in order to better engage users and promote a deeper understanding of the roles of the Mayor and Assembly

Principal accountabilities

1. Work with the marketing team to produce creative concepts and high quality finished artwork for integrated campaigns that work across a mix of channels – including multiple social media platforms, as well as other digital and print media.
2. Work with the digital team to develop and create wireframes and designs for new content, using user-centred design principles that are accessible and work across a responsive site, ensuring visual integrity is maintained.
3. Manage entire production process, from specification to delivery, with full commitment to, and completion of, the organisation's procedures. Working with suppliers including agencies, developers, printers, freelancers etc where necessary, also where appropriate providing print specifications. Ensuring deadlines are met and jobs are within budget.
4. Monitor use of the Mayor of London logo and enforcement of our brand guidelines. Where appropriate proof check.
5. Offer advice and guidance to other teams when working with external agencies and internal stakeholders on cost-effective digital and print production solutions.
6. Support development of our in-house image library so that the wider organisation can access high-quality imagery for use across digital /social media channels and publications. Ensure compliance with all applicable licensing and copyright agreements.
7. Contribute to the development of the Creative Services team programme and the work of the Marketing team.

8. Provide administrative support so that there are clear audit trails and quality assurance for all jobs.
9. Manage resources allocated to the job in accordance with the Authority's policies and Code of Ethic and Standards.
10. Realise the benefits of London's diversity by promoting and enabling equality of opportunities, and promoting the diverse needs and aspirations of London's communities.
11. Realise the benefits of a flexible approach to work in undertaking the duties and responsibilities of this job, and participating in multi-disciplinary, cross-department and cross-organisational groups and project teams.

Key contacts

Accountable to: Senior Designer and Creative Services Manager

Accountable for: Resources allocated to the job

Principal contacts: Assistant Director External Relations; Head of Creative; Digital Team; Marketing team; Managers across the authority, functional bodies, external suppliers.

PERSON SPECIFICATION

Technical requirements/experience/qualifications

1. Substantial experience developing and delivering creative artwork for digital and print
2. Experience and understanding of designing for social media platforms, and various audiences
3. Fluency in Adobe CC Indesign, Illustrator, Photoshop and Acrobat
4. Experience of Adobe After Effects
5. Significant experience of working in a studio, agency or in-house
6. Experience and understanding of different media requirements – e.g. social media, online adverts, video, animation, web accessibility

Behavioural competencies

Planning and Organising

...is thinking ahead, managing time, priorities and risk, and developing structured and efficient approaches to deliver work on time and to a high standard

Level 2 indicators of effective performance

- Priorities work in line with key team or project deliverables
- Makes contingency plans to account for changing work priorities, deadlines and milestones
- Identifies and consults with sponsors or stakeholder in planning work
- Pays close attention to detail, ensuring team's work is delivered to a high standard

- Negotiates realistic timescales for work delivery, ensuring team deliverable can be met

Responding to Pressure and Change

...is being flexible and adapting positively, to sustain performance when the situation changes, workload increase, tensions rise or priorities shift

Level 2 indicators of effective performance

- Maintains a focus on key priorities and deliverables, staying resilient in the face of pressure
- Anticipates and adapts flexibly to changing requirements
- Uses challenges as an opportunity to learn and improve
- Participates fully and encourages others to engage in change initiatives
- Manages team's well being supporting them to cope with pressure and change

Organisational Awareness

...is understanding and being sensitive to organisational dynamics, culture and politics across and beyond the GLA and shaping our approach accordingly

Level 2 indicators of effective performance

- Challenges unethical behaviour
- Uses understanding of the GLA's complex partnership arrangements to deliver effectively
- Recognises how political changes and sensitivities impact on own and team's work
- Is aware of the changing needs of Londoners, anticipating resulting changes for work agendas
- Follows the GLA's position in the media and understands how it impacts on work

Communicating and Influencing

...is present information and arguments clearly and convincingly so that others see us as credible and articulate and engage with us

Level 2 indicators of effective performance

- Communicates openly and inclusively with internal and external stakeholders
- Clearly articulates the key points of an argument, both verbal and written communication
- Persuades others, using evidence-based knowledge, modifying approach to deliver message effectively
- Challenges the views of others in an open and constructive way
- Presents a credible and positive image both internally and externally

Stakeholder Focus

...is consulting with, listening to and understanding the needs of those our work impacts and using this knowledge to shape what we do and manage others' expectations

Level 2 indicators of effective performance

- Seeks to understand requirements, gathering extra information when needs are not clear
- Presents the GLA positively by interacting effectively with stakeholders

- Delivers a timely and accurate service
- Understands the differing needs of stakeholders and adapt own service accordingly
- Seeks and uses feedback from a variety of sources to improve the GLA's service to Londoners

Problem Solving

...is analysing and interpreting situations from a variety of viewpoints and finding creative, workable and timely solutions.

Level 2 indicators of effective performance

- Processes and distils a variety of information to understand a problem fully
- Proposes options for solutions to presented problems
- Builds on the ideas of others to encourage creative problem solving
- Thinks laterally about own work, considering different ways to approach problems
- Seeks the opinions and experiences of others to understand different approaches to problem solving.

Reasonable adjustment

Reasonable adjustment will be made to working arrangements to accommodate a person with a disability who otherwise would be prevented from undertaking the work.