

## Job Description

<b>Job Title:</b>	Junior Designer
<b>Ref No:</b>	MKG523
<b>Campus:</b>	Hendon
<b>Faculty/Service:</b>	Student Recruitment, Marketing and Communications
<b>Grade:</b>	5
<b>Salary:</b>	£33,125 per annum rising to £36,698 incrementally each year inclusive of Outer London Weighting
<b>Hours:</b>	35.5 hours per week. Actual daily hours by arrangement.
<b>Period:</b>	Permanent

**Reporting to:** Brand and Design Marketing Manager

**Reporting to Job Holder:** N/A

### Overall Purpose:

As part of a design team delivering creative design services for the University, this junior design role will be involved in the delivery of creative design solutions of digital and print projects. They will be expected, with the support of the Officer and Manager, to create visual communications which are high quality and enable the University to stand out against its competitors.

Projects can range from working in hypertext markup language (html) to design high impact and engaging Customer Relationship Marketing (CRM) digital communications, to designing a prospectus, to creating digital advertising assets. Managing multiple projects, delivering to tight deadlines, maintaining high standards, being innovative and creative, are all critical requirements of this role.

### Principal Duties:

#### Design

- Provide a full range of digital design services, including working with html, creating assets for the website, social media, video, email campaigns and advertising campaigns.
- Provide design services for print including leaflets, banners, display stands, advertising assets, corporate gifts etc.
- Source illustrative materials, including photography and third-party logos, ensuring full data and legal compliance and keeping records to enable traceability.
- To work with the Officer and Manager to design and build html and cascading style sheet (CSS) coding html email communications.
- Create designs for online campaigns, including static/dynamic banner ads and assets for landing pages, social media and web promotion.
- Produce infographics and illustrations which have high impact and result in target audience engagement.

### Operational

- Work with printers ensuring supply of print ready artwork.
- Work with the University assigned agencies, including our advertising, to ensure the supply of production ready digital and print assets to deadline.
- Liaise with internal and external clients and colleagues to take and translate briefs, source required materials, consult and collaborate.
- Proactively monitor design developments, within higher education and beyond, seeking inspiration to ensure the University is market leading.
- Maintain and upload content to the digital asset library, linking to documented evidence of permissions and usage rights.
- Proof work to ensure quality standards are met.

### Additional Requirements

- As the work of the department requires significant internal and external engagement, it is expected that on campus presence will be required three days per week.

The postholder should actively follow Middlesex University policies and procedures and maintain an awareness and observation of Fire and Health & Safety Regulations.

## Person Specification

**Job Title:** Junior Designer

Your supporting statement on your application form will be assessed to see how you meet each of the following selection criteria.

### **SELECTION CRITERIA:**

#### ***Essential***

- Educated to degree level or equivalent relevant experience.
- Experience working in a creative role within a design studio.
- Experience in digital design, with evidence of a high degree of creativity.
- Experience in design for print across a wide variety of formats.
- Experience tailoring design for target audiences with evidence of positive impact.
- Excellent communication and relationship building skills.
- Understanding of Hyper Text Markup Language (html), Cascading Style Sheets (CSS) languages and web/email design techniques and frameworks.
- Experience working with printers.

#### ***Desirable:***

- Experience providing design services in the UK higher education sector and/or large complex organizations as part of an in-house team.
- Experience working with advertising agencies.

### **Equality Diversity and Inclusion**

#### **Essential:**

- Demonstrable commitment to fairness and the principles of equality and inclusion.

## **Terms and Conditions**

### **Diversity**

We value diversity and strive to create a fairer, more equitable work environment for our staff and students. We offer a range of family friendly, inclusive employment policies, flexible working arrangements, staff diversity networks, campus facilities and services to support staff from different backgrounds.

### **Flexibility**

Please note that given the need for flexibility in order to meet the changing requirements of the University, the duties and location of this post and the role of the post-holder may be changed after consultation. The balance of duties may vary over time and will be reviewed as part of the appraisal process.

### **MU Services Limited**

Middlesex University has established a wholly owned subsidiary, MU Services Limited, to provide professional services to the University. Staff of MU Services Limited will work alongside Middlesex University staff. All University professional services staff job descriptions, policies and procedures and the University Professional Services Staff Handbook will apply to both Middlesex University staff and MU Services Limited staff during their employment, unless where expressly stated otherwise. Staff will remain with their current employer, unless they move to an academic or academic related role.

### **Annual Leave**

30 days per annum plus eight Bank Holidays and seven University Days taken at Christmas (pro rata for part-time staff) which may need to be taken as time off in lieu.

### **Travel to Hendon Campus**

We offer an interest-free season ticket loan, interest-free motorbike loan, a cycle to work scheme and bicycle and motorbike parking and changing facilities.

### **Public Transport**

Our Hendon Campus is well served by public transport with buses, London Underground and British Rail services all within a short walk of the campus. You can get detailed journey information from TfL ([www.tfl.gov.uk](http://www.tfl.gov.uk)) and have a look at our directions and location map to help plan your travel: <http://www.mdx.ac.uk/aboutus/Location/hendon/directions/index.aspx>

### **Parking**

There are currently Regular Parking Permits and Pre-Paid Parking options available to new joiners. Further details are available on the Travel and Transport page on the staff intranet. Please note if the number of applications becomes oversubscribed these parking options could be withdrawn at any point.

### **Parking for Disabled Staff**

Staff and visitors with their own current blue badge have access to free parking on campus. All blue badge holders should present a copy of their blue badge to the security office in the Quad. Holders will be given car park access up to the date of expiry of their blue badge.

### **What Happens Next?**

If you wish to apply for this post, please return to the portal and click on Apply Online.

If you wish to discuss the job in further detail please contact: Katie Kelly, Brand and Design Marketing Manager, [k.i.kelly@mdx.ac.uk](mailto:k.i.kelly@mdx.ac.uk)