



South Tyneside Council

ECONOMIC REGENERATION

JOB DESCRIPTION

POST TITLE: Graphic Designer
GRADE: Band 6
RESPONSIBLE TO: Design and Print Team Leader

Overall Objectives of the Post:

To provide a high quality design function for the Council's Design and Print Team, ensuring exceptional services for our customers and stakeholders.

The role will involve the professional and high quality development of marketing campaigns/brands from initial concept to final product.

Key Tasks of the Post:

1. To provide an exceptional design service. You will:

- Work with key contacts to produce design specifications for new projects.
- Liaise closely with the Marketing/Web Teams to ensure corporate standards are followed and maintained.
- Provide creative, inspirational and effective solutions that communicate key messages for customers.
- Provide typesetting, design skills and advice to customers.
- Ensure the quality of work is maintained to an exceptional standard.

2. To provide an exceptional customer service. You will:

- Work with the customer at the outset to fully understand their needs and requirements.
- Provide a detailed plan outlining how you intend to meet customer requirements.
- Provide a prompt and timely response to all customer enquiries, ensuring the customer is effectively communicated to at all times.

3. You will be commercially minded at all times. You will:

- Identify opportunities for new customers and additional income generation.
- Be mindful and aware of financial targets and work towards these.
- Fully promote the Council's Design and Print Team, both internally and externally.
- Support the delivery of a business development strategy for the team.

4. Other general duties include:

- Participate in multi-disciplinary teams as may be required to achieve the Council's corporate objectives.
- Meet regularly with the Design and Print Team Leader to advise, discuss and consult on work requirements, objectives, priorities and deadlines.
- Deputise for the Design and Print Team Leader, where appropriate, to formally represent the Team at meetings, events, seminars and forums and promote the wide range of services offered to residents, partners and businesses.

All employees have a responsibility to undertake training and development as required. They also have a responsibility to assist, where appropriate and necessary, with the training and development of fellow employees.

All employees have a responsibility of care for their own and others' health and safety.

The above list is not exhaustive and other duties may be attached to the post from time to time. Variation may also occur to the duties and responsibilities without changing the general character of the post.

Reference: PD/KDS

Date: 12/03/2019