



South Tyneside Council

ECONOMIC REGENERATION

PERSON SPECIFICATION

POST TITLE: Graphic Designer

GRADE: Band 6

	ESSENTIAL	DESIRABLE	METHOD OF ASSESSMENT
Educational Attainment	<ul style="list-style-type: none">• A recognised professional Graphic Design qualification (e.g. HNC/HND)	<ul style="list-style-type: none">• Degree in Graphic Design	<ul style="list-style-type: none">• Application form• Certificates
Work Experience	<ul style="list-style-type: none">• Significant experience of graphic design within a print production environment• Experience of designing entire campaigns from specification to delivery• Experience of working in a customer focused environment• Experience of working in an income generation environment and working to targets• Experience of workload planning, prioritisation and working to strict deadlines• Significant experience of using design software such as Adobe Photoshop, Adobe InDesign and Adobe Illustrator• Experience of designing within agreed corporate standards	<ul style="list-style-type: none">• Experience of working in a political environment	<ul style="list-style-type: none">• Application form• Interview• References• Presentation
Knowledge/ Skills/ Aptitudes	<ul style="list-style-type: none">• Able to prioritise and manage multiple work streams• Excellent communication and interpersonal skills• Able to form excellent working relationships• Excellent IT skills covering relevant design programmes (listed above) and Microsoft Office	<ul style="list-style-type: none">• Understanding of print accessibility guidelines	<ul style="list-style-type: none">• Interview• References• Presentation

	<ul style="list-style-type: none"> • Excellent knowledge of digital imaging including scanning and colour correction • Able to develop and work from written and verbal design specifications 		
Disposition	<ul style="list-style-type: none"> • Able to handle situations and problems with innovation and creativity • Flexible, reliable and well organised self-starter with a planned and structured approach in order to manage several work streams simultaneously • High performing and motivated team player with the determination and focus to drive projects through implementation and exceed customer expectations • Able to inspire trust and confidence in colleagues and partners by demonstrating a professional and secure approach to the management and application of sensitive information • Able to develop strong client/customer relationships • Committed to the principles of equality and diversity • Committed to ongoing professional development and learning • An enthusiastic approach and a commitment to delivering exceptional services 		<ul style="list-style-type: none"> • Interview • References
Circumstances	<ul style="list-style-type: none"> • Prepared to work outside normal office hours as required • Baseline security clearance 		<ul style="list-style-type: none"> • Interview • Basic check