

Job Description – Graphic Designer

Role Title: Graphic Designer

Department: Marketing

Salary: Competitive Salary

Hours of Work: Full-time or part-time, to be agreed with line manager

Contract Type: Permanent

Reporting to: Head of Operations

Location: Central London and remote, hybrid model to be agreed with line manager

Purpose of job

We are looking for a passionate graphic designer to work with us to drive the visual identity of the company. The successful candidate will play a pivotal role in the successful promotion of our Higher Education and Further Education offerings as well as short courses, traineeships, and apprenticeships to both learners and employers. Your role will be to build upon the company's range of branded, engaging marketing collateral, both physical and digital. These include, but are not limited to, learner and employer brochures and fact sheets, event invitations, programme and exhibition information, campus branding, video content, and website design and imagery.

Key areas of responsibility

- Develop the BAJ brand image while working to existing brand guidelines.
- Create high quality graphics for internal teams, including Marketing, Teaching & Learning, HR and Recruitment.
- Create print assets including flyers, brochures, prospectuses, banners, posters and roller banners.
- Create digital assets including presentations, website graphics, newsletter templates, and social media graphics.
- Manage and update website designs
- Create reels and other short-form video content for our social media channels.
- Produce signage and displays for campuses and graduate shows, including banners and window vinyls.

- Create editable templates in Microsoft Word and Powerpoint for internal teams.
- Produce branded merchandise for events.
- Manage print production, budget and suppliers.
- Create video content for our YouTube channel.
- Work with contractors.
- Assist with other duties as and when required by your line manager.

Person Specification

Education / qualification and training

- Undergraduate degree or equivalent in graphic design or related field

Knowledge / skills

- Proficiency in the use of Adobe Creative Suite including Adobe Premier Pro and Adobe After Effects
- Proficiency in the use of Microsoft Office
- Photo editing/ retouching
- Proficiency in English (written and oral)
- Exceptional creative and innovative skills
- Excellent time management and organisational skills
- An understanding of the latest design trends and their role within a commercial education environment
- Professional approach to time, costs, and deadlines.

Experience

- Experience using Adobe Creative suite, including InDesign, Illustrator & Photoshop.
- Experience using Mailchimp
- Experience and in depth knowledge of Instagram, Facebook, LinkedIn, Twitter, and Tiktok.

Other requirements

- Accuracy and attention to detail.

Company Benefits

In addition to a competitive salary, you will also receive:

- Holidays allowance of 33 days including Bank holidays (pro-rated depending on working days)
- Company pension scheme

Disclosure and Barring Service Clearance (DBS check)

Our Academy is committed to safeguarding and promoting the welfare of young people and vulnerable adults and expects all staff to share this commitment.

The success candidates will be required to declare full details of any unspent criminal convictions. A criminal record will only be taken into account where the conviction is relevant to the position being applied for, and will not necessarily block candidates from employment. Any decision will depend on the precise nature of the work and the circumstances and background to the offence.

Equal Opportunities

British Academy of Jewellery is an Equal Opportunity Employer, committed to diversity and inclusion. We have a working environment where we value and respect every individual's unique contribution, enabling all of our employees to thrive and achieve their full potential. The Academy has a diverse workforce that is representative at all job levels.