A field of purple flowers

Description automatically generated

Job Description

**Design and Creative Officer**

Job Evaluation Reference Number – PN02121

HR USE ONLY

**POST: Design and Creative Officer**

**SERVICE: Sustainable Futures**

**SECTION: Communications, Events and Public Affairs**

**BAND: 6**

**REPORTS TO: Campaign and Creative Design Manager**

**RESPONSIBLE FOR: Social media Apprentice**

**FINANCIAL**

**ACCOUNTABILITY: £5,000**

**TYPE: 1) Hot desking or Agile/Mobile Working**

All Council posts are covered by National Joint Council (NJC) conditions of service.

Basildon Borough Council is committed to safeguarding and promoting the welfare of children and adults, and expects all employees, contractors and volunteers to share its commitment to prevent abuse, harm or exploitation.

Please note that the council applies a robust recruitment vetting process.

**Main purpose**

• To be responsible for the design, creation and production of professional high quality digital, animation and video content to help promote the corporate priorities and policies of the council.

• Work closely with the Campaigns and Design Manager to design and produce campaign material to be used on a number of communication platforms.

• To lead on the creation and development of engaging campaigns for both behaviour change and awareness of council policies and strategies.

• Be fully competent with social media and e-newsletter platforms.

• Fully competent in the use of Adobe Creative Cloud programmes, i.e. InDesign, Photoshop, Illustrator, Premier Pro and After Effects.

• Successfully manage workflow and incoming requests from service areas to ensure these are managed in a timely way whilst working with other conflicting priorities.

**Duties**

1. Production of high quality clear, accessible, and creative output for use online and in print ie hi res pdf artwork.

2. Responsibility for writing, editing and designing content for a variety of communication channels to ensure they meet the highest standards.

3. Work collaboratively within the communications team and with council services and partners to deliver effective, value for money communications activities.

4. Responsibility for the creation, design and implementation of behaviour change campaigns that help deliver the strategic priorities of the council.

5. Work directly with elected members, directors, to deliver communications campaigns across relevant channels to help deliver better outcomes for our residents whilst being mindful of the political environment.

6. Liaise with external suppliers for the provision of print, photography, design and related goods and services whilst effectively managing the cost centre budget.

7. Develop video and digital concepts that support internal and external communication campaigns and social media channels, managing video production from concept to delivery.

8. Design and produce videos, making sure they meet the required technical standards, accessibility standards and also adhere to industry broadcast standards

9. Produce graphics, animation, and other visuals to produce compelling, high quality content that resonates with the relevant target audience.

10. Update website material as required.

11. Attend meetings and events, including those in the evening and weekend, as directed by the Head of Communications.

12. Provide effective management of the apprentice, sickness monitoring and training through effective 1:1s and team meetings.

13. Any other duties appropriate to the post: These other duties must be equivalent to or below the salary and status of the role and, where appropriate, under the Equality Act 2010, due consideration must be given to any employees with a “protected characteristic”.

14. Cooperate in all matters relating to Health and Safety and implement all procedures for your job role. The identification of Health and Safety related risks within the working environment must be highlighted to your management.

**PERSON SPECIFICATION**

|  |  |  |  |
| --- | --- | --- | --- |
| **Position Title:** | Design and Creative Officer | **Date Prepared:** | April 2024 |
| **Department:** | Communications, Events and Public Affairs | **Band:** | 6 |

|  |
| --- |
| **AF= Application Form** **I = Interview T= Test** |

|  | **REQUIREMENTS** | **Essential** | **Desirable** | **Assessed** |
| --- | --- | --- | --- | --- |
| **1.** | **EXPERIENCE AND KNOWLEDGE** |  |  |  |
| 1.1 | Experience of professional content production, to deliver videos, reels, animation, graphic design work and artwork for print | ✓ |  | AF |
| 1.2 | Creative management skills to take an idea from concept through to delivery with strong camera, lighting, sound recording, and editing experience. | ✓ |  | AF/I |
| 1.3 | Proven experience of managing relations with external suppliers, including negotiation, ie printers | ✓ |  | AF |
| 1.4 | Understanding of communications in a political local government/public services environment. | ✓ |  | AF/I |
| 1.5 | Understanding of marketing techniques and channels | ✓ |  | AF/I/T |
| 1.6 | Ability to use design software (Creative Cloud; InDesign, Illustrator, Photoshop) and video editing packages (including but not limited to Premier Pro) | ✓ |  | AF |
| 1.7 | Understanding of managing social media content and scheduling software in a business situation | ✓ |  | AF |
| 1.8 | Practical experience of project management, from concept to completion. | ✓ |  | AF/I |
| 1.9 | An ability to see ‘the big picture’ and how events and campaigns support the council’s objectives, its priorities, and campaigns | ✓ |  | AF/T |
| 1.10 | Ability to work flexibly to meet competing demands to tight deadlines, with exceptional problem solving skills | ✓ |  | AF/I |
| 1.11 | Able to translate complex messages into simple, engaging content using a combination of words and pictures. | ✓ |  | AF/I |
| 1.12 | Ability to research stories and write concise, engaging, message-based original copy | ✓ |  | AF/I/T |
| 1.13 | Ability to deconstruct and re-write other peoples’ copy, and to explain why changes have been made. |  | ✓ | AF/I/T |
| 1.14 | Ability to write punchy, focused headlines, straplines and stand firsts. | ✓ |  | AF/I/T |
| 1.15 | Able to accurately proofread copy and pick up on errors | ✓ |  | AF/I/T |

| **REQUIREMENTS** | **Essential** | **Desirable** | **Assessed** |
| --- | --- | --- | --- |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **2.** | **COMPETENCIES** |  |  |  |
| 2.1 | **RELATING AND NETWORKING**   * Establishes good relationships with customers and staff * Builds wide and effective networks of contacts inside and outside the organisation * Relates well to people at all levels * Manages conflict * Uses humour appropriately to enhance relationships with others | ✓ |  | **T** |
| 2.2 | **PERSUADING AND INFLUENCING**   * Makes a strong personal impression on others * Gains clear agreement and commitment from others by persuading, convincing and negotiating * Promotes ideas on behalf of self or others * Makes effective use of political process to influence and persuade | ✓ |  | **T** |
| 2.3 | **CREATING AND INNOVATING**   * Produces new ideas, approaches or insights * Creates innovative products or designs * Produces a range of solutions to problems * Seeks opportunities for organisational improvement * Devises effective change initiatives | ✓ |  | **T** |
| 2.4 | **PLANNING AND ORGANISING**   * Sets clearly defined objectives   Plans activities and projects well in advance and takes account of possible changing circumstances   * Manages time effectively * Identifies and organises resources needed to accomplish tasks * Monitors performance against deadlines and milestone | ✓ |  | **T** |
| 2.5 | **DELIVERING RESULTS AND MEETING CUSTOMER EXPECTATIONS**   * Focuses on customer needs and satisfaction * Sets high standards for quality and quantity * Monitors and maintains quality and productivity * Works in a systematic, methodical and orderly way * Consistently achieves project goals | ✓ |  | **T** |
| **3.** | **EDUCATION AND TRAINING** |  |  |  |
| 3.1 | Good level of general education | ✓ |  | **AF** |
| 3.2 | Accredited qualification in journalism, design, communications, or marketing |  | ✓ | **AF** |
| 3.2 | Accredited Creative Cloud course |  | ✓ | **AF** |
| 3.3 | People Management or mentoring experience |  | ✓ |  |
| **4** | **OTHER REQUIREMENTS** |  |  |  |
| 4.1 | Willing to travel to meet the needs of the service (including for meetings, conferences and training). | ✓ |  | **AF/I** |
| 4.2 | Flexible, including the ability to undertake work outside normal working hours, including early starts and late finishes and able to attend evening meetings and undertake occasional weekend work. | ✓ |  | **AF/I** |