



United Synagogue Job Description

JOB TITLE:	Graphic Designer (Maternity Cover)
DEPARTMENT:	Communications
LOCATION:	Hybrid working - 305 Ballards Lane, London, N12 8GB /Home working*
WORKING HOURS:	28 hours per week (Mon - Thu, 9am - 5pm)
SALARY:	circa £31,250 per annum (pro-rata) depending on experience
CONTRACT TYPE:	Fixed-Term
REPORTS TO:	Marketing Manager
BENEFITS:	20 days holiday (pro rata), plus Statutory Bank Holidays Jewish festivals when they fall on your normal working day Ride-to-Work Scheme Employee Assistance Programme Auto enrolment Pension

*Hybrid-working is subject to change based on organisational COVID-19 policies. In-person office working will be required as part of the induction process.

Job Purpose:

We are looking for a talented and motivated individual join our busy and creative team. You will be responsible for producing a range of design assets varying from traditional print items such as brochures, leaflets and posters to fully integrated digital campaigns, and everything in between! Through strong and impactful artwork, you will help us deepen our engagement with our members, prospective members and the wider Jewish community.

In addition to this you will help to maintain, reinforce and showcase the United Synagogue's brand identity.

You need to be smart and efficient, not afraid to challenge the status quo, and happy to contribute to our overall marketing and communications strategy.

Key Tasks, Responsibilities of the post

- To produce artwork for marketing and promotional material as required, including brochures, leaflets, posters, newsletters, banners and press adverts
- To design original visual content for digital campaigns and programmes, and to repurpose traditional print artwork for use on web and social media
- To maintain and protect the United Synagogue's brand identity, and seek opportunities to further develop our brand style in line with current design trends
- To meet regularly with the Marketing Manager to determine weekly design priorities
- To complete projects to agreed timelines and communicate progress
- To engage and respond to key project stakeholders on concepts and artwork
- To ensure that brand and technical standards are adhered to - and to know when to break the brand and why
- To ensure all artwork is labelled and filed correctly and methodically; to ensure that files are properly formatted and sent to the Marketing Manager ready for print or online use
- To keep up to date with the latest trends in design and marketing

Generic duties

You must:

- Be committed to the aims of the United Synagogue and act as an ambassador for the organisation.
- Comply with The United Synagogue's policies and procedures and code of expectations.
- Bring to the attention of senior staff any health and safety requirements which become obvious. In the event of any immediate danger, to take the appropriate action to reduce risk to physical danger to employees, members, contractors, volunteers, children, parents, visitors or staff.
- Work collaboratively with other colleagues across the organisation to ensure the United Synagogue can achieve its vision, mission and strategy.
- Undertake appropriate training as requested by your line manager in conjunction with the Human Resources Department. And be committed to own continuous professional development.

- Carry out any other reasonable duties as requested by the Chief Executive or other designated senior staff.
- Undertake such other duties that occasionally fall within the purpose of the post.
- Maintain high levels of discretion and confidentiality at all times.

This job description and person specification is not prescriptive; it merely outlines the key tasks and responsibilities of the post, and the key tasks and responsibilities are subject to change, any changes will be made in consultation with the post holder.

This Job Description is subject to alteration in response to the changes in legislation or The United Synagogue's operational procedures

Due of the nature of the work for which you are applying, this post is exempt from the provisions of Section 4(2) of the Rehabilitation Act, 1974, by virtue of the Rehabilitation of Offenders Act, 1974, (Exceptions) Order 1975

Please ensure that you complete the United Synagogue Application Form Part 2 appropriately

Person Specification

1. Experience

Essential:

- A strong portfolio of published design work for both print and online which demonstrates your experience
- Experience working with an established brand style

Desirable:

- Experience developing brands in an organisation or as a freelancer advising an organisation
- Using Hebrew in design work
- Experience working on social media campaigns

2. Skills and abilities

Essential:

- Fluent in Adobe InDesign, Photoshop and Illustrator
- Superb design and typography skills
- Ability to design and deliver creative concepts
- Meticulous attention to detail and technical skills

- Understanding of what makes a brand and how to develop it
- Proficient in use of social media platforms and an ability to take a strategic approach in this area
- Excellent interpersonal communication skills
- Good knowledge of Jewish customs and practices
- Able to deal with conflicting demands and people's differing priorities
- Ability to work well both within a team and independently
- Ability to multitask and prioritise accordingly

Desirable:

- Ability to read and type Hebrew
- Relevant qualifications in the field of design and/or graphic design
- Knowledge of web design software tools such as Canva
- Knowledge of the United Synagogue

3. Quality and operational standards

Essential:

- Ensure work is produced at a high standard and meets the department's key performance indicators