



JOB DESCRIPTION

Job Title: Digital and Graphic Designer
Responsible to: Head of Marketing
Responsible for: Designing Wildwoods digital and print outputs across all platforms
Salary: £28,000 - £32,999

1 JOB PURPOSE

The Digital and Graphic Designer will manage all design work for Wildwood Trust, digital and print, including our ground-breaking conservation projects, and materials for our two wildlife parks. Working to fresh new brand guidelines, you will deliver an exciting mix of work to promote Wildwood and fulfil the requirements of our teams, to help achieve income, membership and visitor targets and support the Mission and Vision of the Trust.

2. MAIN DUTIES

1. Managing design projects across the organisation, using your initiative to prioritise and organise your workload. Creating materials by hand or using technology and creative software suites to generate illustrations, animations, webpages, layouts and designs.
2. Designing brochures, leaflets, posters, menus, web pages, advertising for a variety of media formats, annual reports, emails, newsletters, membership and adoption packs, Animal Experience materials, direct marketing and appeal packs, conservation information, education booklets, sponsorship plaques and many more items in digital and print formats.
3. Designing signage, interpretation and interactive materials for display around our parks and attractions, park maps, trails and event materials. Contributing to merchandise, product and promotional design.
4. Working with photographers and illustrators to create visually pleasing, on brand designs for our projects and deliverables.
5. Working with our social media and content creators collaboratively to produce exciting assets to share with our audiences.
6. Working with our partners design teams as required for co-branded collaborative projects.
7. Generating drafts and mockups of proposed designs for the managers to review and make revisions as requested
8. Reviewing final work with team members and stakeholders and making final revisions or delivering the product to the project manager.

9. Managing use of the brand guidelines, and ensuring everything is produced in line with these, using your exceptional design skills, flair and style.
10. Adhering to the Fundraising Code and Charity Commission guidelines and other external regulations (e.g. GDPR) – as set out by WWT's processes, policies and procedures

3. SKILLS, KNOWLEDGE, EXPERIENCE

The Digital and Graphic Designer will have a genuine drive for furthering the Trust's charitable objectives. This role requires creative flair, originality, the ability to work happily as part of a team, plus take ownership and initiative. The candidate will need to have a calm and friendly way of working with colleagues and stakeholders.

1. Essential

- Exceptional eye for detail.
- Excellent and demonstrable skills in graphic and digital design.
- Excellent knowledge of Adobe Illustrator and Photoshop.
- Knowledge of digital design, animation and interactivity.
- Excellent experience of managing a programme of design work
- Excellent experience of working as a designer in a studio, for an agency or in an office environment.
- Good experience of delivering creative for web pages, email promotion, social media and banner ads.
- Good experience of multi-tasking and acting quickly when required in a fast-paced environment.
- Good experience of working with Apple OS.
- Excellent experience of working under time pressure and to deadlines.

2. Desirable

- Good skills in cross-site and remote working.
- Good knowledge of charity legislation.
- Good experience of working at a visitor attraction.
- Good experience of delivering a broad range of work for multiple clients.
- Basic experience in collaborative working and/or working with partners.

4. ROLE DIMENSIONS

Annual Budgetary amount: £0
Number of staff reporting to the post (direct/indirect): 0
Any other information:

5. OTHER CONSIDERATIONS

1. The post is advertised as full time and may require weekend and bank holiday working.
2. No person shall be treated less favourably than another on the grounds of sex, sexual orientation, marital status, race, ethnic or national origin, religion, colour, age or

disability. As an equal opportunities employer, applicants for staff vacancies shall be shortlisted for interview and appointed purely on the grounds of their suitability for the post as laid out in the advertised job description

3. Wildwood operates a no smoking policy in the park and in its offices.

6. EMPLOYMENT PACKAGE

The salary for the Digital & Graphic Designer is at grade 4 £28,000 - £32,999 per annum.

Normal working hours are a 30-hour week (4 days), plus a half an hour unpaid for lunch each day; core hours are 9.00 am until 5.00 pm although the job may involve overtime, including some evening and weekend working as part of your normal duties.

The holiday allowance is 30 days a year pro rata, this includes statutory holidays.

Appointments are subject to confirmation after a six-month probation period.

Wildwood offers access to a stakeholder pension, details of which will be given to you on confirmation in post.

7. APPLICATIONS

Application is by C.V. and covering letter and must contain the following information:

- Name, address, contact phone numbers
- Personal Statement
- Employment history
- Educational history

You should include a statement of the relevant skills and experience that you believe you will bring to the job, paying careful attention to the requirements of the job outlined above. You should give two referees to whom we can turn for a confidential reference, one of whom should be your current or most recent employer. References will only be taken up for those candidates chosen for interview or, with regard to current employer, on offer of contract.

Applications will not normally be acknowledged. If you would like yours to be acknowledged, please enclose a stamped, self-addressed postcard.

Applications should be sent to Helen Sayers, Wildwood Trust, Herne Common, Herne Bay, Kent, CT6 7LQ. Or alternatively email jobs@wildwoodtrust.org. Interviews and selection tests will be held on site at Wildwood Trust at Wealden Forest Park, Herne Common by arrangement.