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**USPG GRAPHIC DESIGNER**

**JOB PURPOSE:**

**JOB DESCRIPTION**

**Job Title: GRAPHIC DESIGNER**

**Responsible to: Director of Communications**

**Grade: 4**

**Salary: £26,000 to £30,000**

**Location: USPG Head Office, 5 Trinity Street, London, SE1 1DB**

**Hours of work: Full time – 35 hours per week, Permanent.**

**With a requirement to work evenings and weekends (occasionally) with time off in lieu. The post may involve some travel within Britain and, very occasionally, some international travel.**

**MISSION**

USPG is the Anglican mission agency that partners churches and communities worldwide in God’s mission to enliven faith, strengthen relationships, unlock potential and champion justice.

**STRATEGY**

In 2018 USPG launched a new strategy with three key aims: to Rethink Mission, Energise Church and Community and Champion Justice. These aims will be delivered by three teams - Global Relations, Mission Engagement and Finance and Resources - through six strategic programmes:

a) Mission theology,

b) Leadership development,

c) Strengthening capacity,

d) Mission engagement in Britain and Ireland,

e) Policy development and alliance building, and

f) Supporting locally prioritised initiatives.

**Media and Communications**

USPG is organised into three major teams: Global Relations, Mission Engagement and Finance and Resources. The Communications team is a separate unit and serves the needs of the organisation as a whole through broadcast, print and digital media by engaging a range of key audiences. Raising the profile of USPG and creating a deeper understanding of its work across the Anglican Communion within the UK is a major organisational priority.

**JOB PURPOSE:**

The USPG, Graphic Designer will offer design support to USPG as a whole as directed by the Director of Communications.

The post-holder will be directly responsible to the Director of Communications.

**Principal Accountabilities**

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| **GRAPHIC DESIGN** | **% Time** |
| * Responsible for all graphic design including but not limited to publications, website and social media requirements. Publications include quarterly production of supporter magazine Koinonia and the Prayer Resource. * To act as an internal creative consultant working to a brief with tight deadlines. * To act as ‘Brand Guardian’ adhering to Brand Guidelines and encouraging colleagues on the correct use of the USPG brand and all marketing collateral. * To take ownership of social media posts, creating and maintaining a style consistent with USPG branding and values. * Acting as internal design agency providing consultancy, ideas and design assets as required * Exploring new trends and techniques with the intent of enhancing strengthening the communications team offering * Identify, write, schedule and deliver regular e-comms/e-marketing content and e-marketing campaigns * Production of materials to support events and exhibitions. | **35%** |
| **SOCIAL MEDIA and E media**   * Be present at and responsible for social media at USPG events including occasional weekends and evenings. * Respond to a selection of ‘out of hours’ social media posts. * Operational lead on USPG’s Social Media engagement: Facebook, Twitter, Pinterest, Instagram and any other social media platforms as required. * Manage, produce and deliver a variety of monthly e-newsletters. * Produce quarterly Parish Contact newsletter. * Support Communications training in Social Media as required. * Production of animation for social media as required. | **30%** |
| **WEBSITE**   * Required to attend CMS training. * Responsible for web content management including out-of-hours response to high-profile incidents. Using Google Analytics and other feedback tools, monitor and analyse on-line activity, adjusting communications to optimise impact and response. * The timely production of suitable images for the website | **20%** |
| **PHOTOGRAPHY**   * Responsible for the taking, editing and delivery of images for publications, website, social media and presentations as required. * Responsible for taking photographs at events. * Responsible for accurately archiving images. * Responsible for the creation and editing of digital film. * Collating images from overseas partners * Briefing and management of third-party overseas photographers | **10%** |
| **OTHER**   * Will be part of the Communications out-of-hours response team. * Responsible for posting out-of-hours social media and website content. | **5%** |

**Resources Managed**

The Graphic Designer will be responsible for the care and maintenance of the USPG film and photographic equipment.

**PERSON SPECIFICATION**

**E** = essential criteria. The job cannot be done without them.

**D** = desirable criteria can help the job to be done more effectively.

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| **Experience and Background** | **E** | **D** |
| Degree in Graphic Design. This is essential. |  |  |
| Mac user: Expert in the use of Adobe CS including InDesign, Illustrator, Photoshop and AfterEffects |  |  |
| * Experience of using Tweetdeck and Hootsuite |  |  |

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| **Skills and Abilities** | **E** | **D** |
| A natural networker and relationship builder who is able to quickly establish and maintain collaborative working relationships with colleagues and with a diverse range of external contacts and stakeholders, as part of a team and on a one-to-one basis. | ● |  |
| Organisational skills to ensure that deadlines are met. The ability to set effective priorities, planning and organising work whilst managing diverse responsibilities. Must be able to manage multiple projects simultaneously. | ● |  |
| Ability to make sound decisions with confidence in a rapid paced environment, to respond creatively to emerging opportunities, and the flexibility to be able to respond to work outside normal working hours where necessary. | ● |  |
| Self-motivated and able to manage own time and workload, setting priorities with flexibility to support short-notice briefs. | ● |  |
| Must demonstrate an ability to keep a cool head under pressure and work calmly in a sometimes stressful environment. |  |  |

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| **Knowledge and Understanding** | **E** | **D** |
| To have an understanding and respect for the contexts in which USPG operates | ● |  |
| A willingness to appreciate importance of the whole organisation and to promote and further our vision, mission and values |  |  |
| Understanding of the processes involved in producing new resources and publications | ● |  |
| Highly developed understanding of digital communications/social media | ● |  |
| Have understanding and experience of website Content Management Systems and also knowledge or awareness of Search Engine Optimalisation. | ● |  |

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| **General** | **E** | **D** |
| A practicing Christian who understands the Anglican tradition and is personally committed to mission as an expression of their faith |  |  |
| Able and willing to work unsociable hours including occasional evenings and weekends | ● |  |
| Able to travel in Britain and Ireland as necessary | ● |  |
| Willing and able to make occasional overseas trips | ● |  |

**USPG VALUES**

**We are faithful:** We seek to be faithful to the call of Jesus Christ and to our vocation to serve the churches and communities of the Anglican Communion in mission since our foundation in 1701.

**We are radical:** We seek to respond to the challenge of working for the Kingdom of God. In pursuit of that radically inclusive vision, we are willing to ask questions, to take risks and to reflect theologically on our broken world, and upon our own work as we seek to challenge injustice.

**We stand in solidarity:** We seek to participate in God’s mission in solidarity with those from our partner churches in ways that cherish and honour their dignity and agency as they give voice to their response to God’s call in the life of their churches, communities and nations.

**We respect context:** We seek to work across cultures for the benefit of all people, regardless of ethnicity, gender, sexuality, disability, age or beliefs. We recognise that this commitment involves humility, and a willingness to learn and be changed.