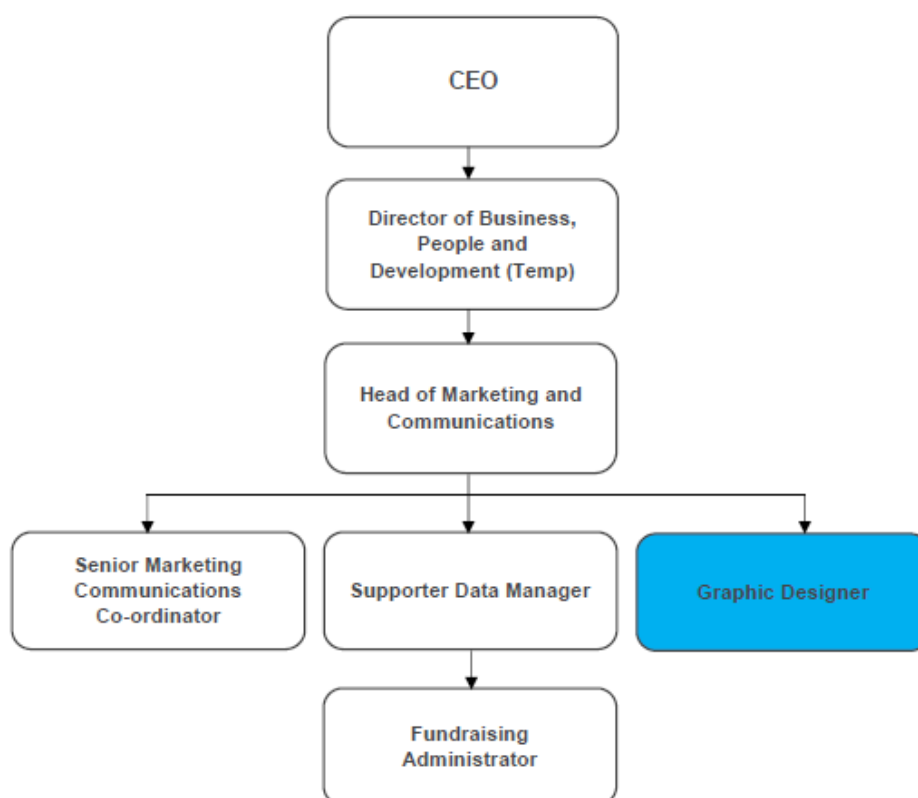


JOB DESCRIPTION

Job Title:	Graphic Designer
Department:	Marketing & Communications
Post Holder:	tbc
Pay Scale:	Admin 4
Reports to:	Head of Marketing & Communications
Responsible for:	N/A

Organisation Chart:



The duties and responsibilities of this post have been assessed as levels of competence required and reflect the skill and knowledge needed to satisfactorily perform the duties of the post.

Job Purpose:	To support the delivery of Bolton Hospice's integrated communications strategy by providing engaging and effective design and marketing support to promote hospice services and income generation activity.
Key Working Relationships:	Marketing & Communications Team Income Generation Team Clinical Teams / Other Hospice Staff Volunteers & External Stakeholders

Role Responsibilities:

- Work with the Marketing & Communications team to implement the hospice's integrated communications strategy in line with current priorities and strategic objectives.
- Assist in the development and delivery of cross-channel marketing & design activity for key hospice services and income generation activities, in conjunction with the relevant members of staff.
- Design and produce engaging creative assets for both print and digital channels, such as direct mail, social media, website, annual reports, retail signage and point-of-sale (POS) materials, internal communications, email marketing and ads.
- Manage design projects from concept through to delivery, ensuring deadlines and quality standards are met.
- Support and develop the organisational brand, ensuring consistency across all departments and communications.
- Prepare print-ready artwork and liaise with external suppliers to ensure effective and timely production.
- Contribute creative ideas and concepts for campaigns, service promotion, internal communications, events, and fundraising initiatives.
- Stay up to date with design trends, tools, and best practices, applying insights to enhance creative output.
- Design & develop emails to a range of hospice supporters.
- Write copy for and proofread marketing materials as required.
- Maintain the hospice's image library and assist in promotional photo shoots.
- Ensure that all design complies with best practice, relevant codes of practice and legislation.
- Provide cover for day-to-day content management and interaction with followers on the hospice's social media channels (including Facebook, Instagram, LinkedIn, TikTok, YouTube).
- Work within agreed Hospice policies, procedures and guidelines.
- Work as an integral part of the team, being sensitive to the needs of the whole team and supportive of other team members.
- Participate in an annual appraisal and undertake training to maintain and develop knowledge and skills as required.
- Any other duties as deemed necessary by the Head of Marketing & Communications.

General Responsibilities:

Health and Safety

All employees have a duty to report accidents, complaints, defects in equipment, near misses and untoward incidents, following hospice procedure. Ensure health and safety legislation is complied with at all times, including COSHH and Workplace Assessment.

Confidentiality

All information relating to patients, patients' families, staff, volunteers, supporters and suppliers gained through your employment with Bolton Hospice is confidential. Disclosure to any unauthorised person is a serious disciplinary offence.

Infection Control

Prevent spread of infection. Comply with policies and procedures for correct disposal of waste, sharps and soiled linen.

Safeguarding Vulnerable People (Children and Adults)

All employees have a responsibility to protect and safeguard vulnerable people (children and adults). They must be aware of child and adult protection procedures and who to contact within the Hospice for further advice. All employees are required to attend safeguarding awareness training and to undertake additional training appropriate to their role.

Disclosure & Barring Service Check

This post is subject to a Disclosure & Barring Service check.

Continuous Personal Development

You are responsible for your own professional development, identifying training and development needs to your line manager and completing all mandatory training as required. You must attend any specialist training and development activities relevant to your role within the hospice.

Valuing Equality and Diversity

All hospice staff should carry out their duties in accordance with the values and principles of our Equality and Diversity strategy. It is the responsibility of all employees to support the hospice commitment to do all we can to ensure we do not exclude, alienate or discriminate in any way and to promote a positive attitude to equality and diversity in adherence to our Equality and Diversity policy.

Living Our Values Everyday

All staff must actively support the vision, aim and values of the hospice, promoting our core values at all times and in all aspects of your work.



This job description is an outline of the main responsibilities. The range of duties and responsibilities outlined above are indicative only and are intended to give a broad flavour of the range and type of duties that will be allocated.

They are subject to modification in the light of changing service demands and the development requirements of the post holder. Therefore it will be subject to periodic review and amendment.

Employee Name:			
Employee Signature:		Date:	

Manager Name:			
Manager Signature:		Date:	

PERSON SPECIFICATION

Job Title:	Graphic Designer
Department:	Marketing & Communications
Pay Scale:	Admin 4

The person specification sets out the qualifications, experience, skills, knowledge and personal attributes which the post holder requires to perform the job to a satisfactory level.

	ESSENTIAL	DESIRABLE	METHOD OF ASSESSMENT
QUALIFICATIONS	A degree in Graphic Design / Marketing or related field Good level of general education, with a minimum of GCSE English and Maths at or above Grade 4 (Grade C), or equivalent qualification	Marketing / communications qualification.	Application Form
EXPERIENCE	Previous experience in graphic design within a marketing, communications, or brand environment Strong portfolio demonstrating creative and effective design Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign) Experience designing for multiple channels and different audiences Experience using Canva	Charity/not-for-profit marketing experience.	Application Form Interview
SKILLS	Excellent design skills Excellent interpersonal and relationship-building skills. Strong ability to interpret creative briefs and translate them into effective visual solutions High level of attention to detail, ensuring accuracy and brand consistency Excellent organisational skills	Motion graphics & video editing skills Photography skills	Application Form Interview

Continued overleaf

	ESSENTIAL	DESIRABLE	METHOD OF ASSESSMENT
KNOWLEDGE	Excellent working knowledge of social media platforms and design requirements, including format specifications, audience behaviours, and current content trends. Knowledge of design and brand principles and best practice Knowledge of relevant codes of conduct and legislation related to design including copyright, licensing, accessibility standards, and appropriate use of imagery. Knowledge of digital design best practices, including responsive design and designing for different devices and screen size Understanding of print production processes, including file preparation, resolution, colour formats, and working with suppliers.	Knowledge of relevant codes of conduct and legislation related to marketing. Knowledge of website content management systems & email marketing platforms.	Application Form Interview
PERSONAL ATTRIBUTES	Creative flair. Attention to detail. Self-motivated and able to use initiative. Able to work on a number of projects simultaneously. Strong teamwork ethic. A commitment to the vision and values of Bolton Hospice.	A full driving licence and access to a vehicle insured for business use. Commitment to continuous professional development. Willingness to work very occasional evenings and weekends to fulfil the requirements of the post.	Application Form Interview