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|  | Job Title: **Creative Designer**Post Number: BSR 0150 | Health and Safety Executive |
| Location: Bootle, Merseyside | Grade: Band 4 |
| Reports to: B3 Senior Creative Designer | Job Family: Communications |
| **Overall Purpose:*** Creation of materials for internal and external webpages / conferences / webinars / events and a range of corporate commissions
* Use layout, spacing, colour, type and iconography to ensure that content is legible and readable and that users see and understand interactions
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| **Key Responsibilities:*** Develop social content, campaign materials and publications, working across print, digital, video and audio formats.
* Helping to develop branding and design pattern library of digital assets for use on HSE’s website and digital channels, so they can be used across all our core communication technology and platforms.
* Provide an in-house creative service, developing and agreeing:
	+ Clear briefs with commissioners of creative projects, with tightly defined policy and communications objectives, audience needs and insight, strategic alignment
	+ Deliverable production schedules with commissioners, partners and suppliers
	+ Creatively strong concepts and treatments, executed to a high standard to support HSE’s objectives
* Work across a range of media and formats, including specialising in as many of the following areas (minimum of two):
	+ Graphic design / artworking
	+ Information design
	+ Illustration
	+ Animation
	+ Photography
	+ Video production (from concept to final form)
	+ Audio production (from concept to final form)
* Project Management skills to lead on creative projects efficiently and effectively, in line with agreed systems, policies and procedures.
* Work collaboratively with HSE’s channels, internal communication, stakeholder engagement and marketing and PR teams to deliver designs in a range of formats, to tight deadlines and a high standard
* Test and iterate design concepts and creative work with target audiences, improving and iterating executions as a result. Reporting on user testing.
* Innovate and pilot new approaches for design, testing and trailing new concepts that are user-focused and meet accessibility and relevant industry design standards.
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| **Essential Skills and Experience:**Essential* Ideally qualified up to degree level in this field.
* Experience and strong understanding of the modern communications landscape including:
	+ digital communications and marketing – online and social publishing and campaigns
	+ user research and testing (e.g. user profiles/personas, identifying customer journeys)
	+ content strategy and creation (e.g. animation/GIFs, quotepics, infographics, data visualisation)
	+ using a variety of software and applications- experience using Adobe Creative Cloud suite of products (InDesign, Illustrator, Photoshop etc)
* Understanding of insight and analytics and the ability to interpret both to inform creative strategies and content.
* Experience of managing a visual identity and working with defined branding parameters.
* Customer/client negotiation and management skills: Developing and agreeing briefs, production schedules and pitching creative solutions and treatments.
* Strong customer/client presentation, negotiation and management skills, in developing and agreeing briefs, production schedules and pitching concepts and solutions.

Desirable* A passionate and energetic graphic designer with a proven track-record of creating impactful designs.
* Able to work under pressure, managing competing priorities under changing and challenging deadlines.
* Good influencing, negotiating and relationship management skills with ability to work constructively with internal and external colleagues
* An ability to turn complex requests into clear, concise and simple designs.
* A good understanding of communication technologies and digital channels, especially digital and social media.
* Excellent written and verbal communication skills, presenting your recommendations and proposals professionally and persuasively to key stakeholders.
* Demonstrate confidence in dealing with people at all levels.

**Ways of Working:**This post is within the Health and Safety Executive’s (HSE’s) Building Safety Regulator (BSR) Programme (Communications and Engagement Workstream). |
| **Proposed Sift Dates:** **Proposed Interview Dates:** |
| **Proposed Start Date:** Immediately**Proposed End Date:** 31 March 2022 |
| **Proposed Line Manager****Proposed Authoriser:** **2nd Authoriser**  |

**\*PLEASE NOTE: FEEDBACK WILL BE PROVIDED AT INTERVIEW STAGE ONLY**