# Role Profile

## Part A - Grade & Structure Information

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| **Job Family Code** | **7RT** | **Role Title** | **Graphic Designer & Web Interface Officer** |
| **Grade** | PS7 | **Reports to (role title)** | **Marketing & Communications Manager** |
| | | **Directorate/School** | **Children, Families & Lifelong Learning** |
| **JE Band** | 228-268 | **Service / Department** | **Surrey Adult Learning** |
| | | **Date Role Profile was created** | **Feb-17 (Updated on Dec 2025)** |

## Part B - Job Family Description

The below profile describes the general nature of work performed at this level as set out in the job family. It is not intended to be a detailed list of all duties and responsibilities which may be required. The role will be further defined by annual objectives, which will be developed with the role holder. The Council reserves the right to review and amend the job families on a regular basis.

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| **Role Purpose** including key outputs | To provide professional, innovative, creative and effective graphic design solutions for Surrey Adult Learning service.<br><br>To be responsible for a design and the delivery of Surrey Adult Learning Course Directory and other digital and printed publicity material.<br><br>The role holder will be involved in helping to develop and deliver the creative and brand element of campaigns and projects, producing creative and innovative ideas and solutions.<br><br>Their role will involve writing and editing copy for PR, advertisements and general communications, and creating and supporting online advertising campaigns.<br><br>They will provide support to the Business Development Manager, Outreach and IAG Officer and BD Officer to increase service revenue and generate income.<br><br>They will also provide support to SAL service in planning, developing and maintaining external and internal websites to ensure that information is presented to a high standard. |
| **Work Context** | Surrey Adult Learning has seven dedicated centres in Surrey. It delivers 800 courses comprising both a published course programme and a set of bespoke courses that are designed to meet the needs of individual groups of adults in the community. Delivery takes place in centres, external venues and on-line.<br><br>There are three main teams that make up Surrey Adult Learning:<br><br>Learning who are responsible for curriculum planning and delivery, quality improvement, marketing and the provision of an extensive course offer and the management of tutors and supported learning assistants employed in the service.<br><br>Operations who are responsible for customer facing functions including the operation of the adult learning centres, admissions and enrolments, and all associated administrative processes.<br><br>Business Finance & IT who look after the finances of the service, management of information systems, and the provision of technology associated with learning and the examinations office. |
| **Line management responsibility** if applicable | n/a |
| **Budget responsibility** if applicable | Assist with management of marketing budget.<br>Monitor spending against any project budgets allocated to team. |

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| **Representative Accountabilities**<br>Typical accountabilities in roles at this level in this job family | Planning & Organising<br>• Plan and prioritise own work activities for the weeks ahead, to ensure operational efficiency. Respond effectively to changing demands, adjusting priorities as needed.<br><br>Policy and Compliance<br>• Assist with work in a relevant technical or regulatory area in order that statutory and policy compliance is maintained.<br><br>People & partnerships<br>• Respond to and resolve enquiries and problems, judging when to pass on complex queries or involve others, to provide an effective service and clear advice to colleagues and customers.<br>• Guide and/or supervise junior staff in their duties to facilitate their development and ensure service quality standards are maintained.<br>• Communicate and liaise with service users and/or external contacts, representing the team/service as required.<br><br>Resources<br>• May assist in the management of a small budget or recovery of income.<br><br>Analysis, Reporting & Documentation<br>• Collate data, prepare reports/statistics to meet statutory/management information requirements.<br>• Recommend improvements and support implementation to systems, processes and procedures, ensuring best practice is shared across the team.<br>• Support, coordinate and undertake research into a variety of projects in the defined area of activity to support achievement of team's objectives.<br><br>Duties for all<br>Values: To uphold the values and behaviours of the organisation.<br>Equality & Diversity: To work inclusively, with a diverse range of stakeholders and promote equality of opportunity.<br>Health, Safety & Welfare: Responsible for ensuring health and safety policies, procedures and legislation are implemented, communicated and managed including making sure that health and safety responsibilities are fully understood and carried out by employees within their service area.<br>To have regard to and comply with safeguarding policy and procedure as appropriate. |
| **Education, Knowledge, Skills & Abilities, Experience and Personal Characteristics** | • Educated to A level, HNC or equivalent, or able to evidence ability at an equivalent level, and/or relevant vocational qualification (level 3/4 QCF).<br>• Knowledge of relevant technical area including, where appropriate, relevant practical skills.<br>• For some roles a relevant degree may be required.<br>• Good IT skills, including MS Office and database management systems.<br>• Good written and oral communication skills with the ability to build sound relationships with customers and explain technical issues to non technical people.<br>• Ability to prepare and present reports in a logical and digestible format.<br>• High level administrative, analytical and organisational skills.<br>• Able to prioritise and plan own workload in the context of conflicting priorities and work on own initiative.<br>• A methodical approach to information gathering, recording and reporting.<br>• Typically previous work experience in a relevant environment. |

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| **Details of the specific qualifications and/or experience if required for the role in line with the above description** | • Authoritative knowledge in publicity, marketing, communications and website design.<br><br>• Excellent IT skills – database management systems, bespoke service applications, Adobe Creative Suite.<br><br>• Authoritative knowledge of how to provide excellent customer care, with an understanding of quality standards.<br><br>• Creative and innovative designer with strong customer focus.<br><br>• Able to multi-task and prioritise and to work under pressure.<br><br>• A team player with a positive outlook who is able to inspire confidence.<br><br>• Experience of and commitment to digital communications.<br><br>• Experience in digital and print design and delivering the product to deadline and within budget.<br><br>• Experience in web content management systems.<br><br>• Working at any one of the centres within the area team may be required.<br><br>• A knowledge of safeguarding practices within an adult learning environment.<br><br>Satisfactory DBS clearance is required for this role. |
| **Role Summary** | Roles at this level typically provide specialist support services. Many will possess technical rather than professional expertise in the main disciplines. There will be minimal day-to-day supervision, but clear guidance will be available. The roles will plan for the weeks ahead and prioritise to accommodate non standard work. They often require understanding of complex procedures and support systems, and the ability to allocate workload and react to changing priorities. Although most work will follow established patterns, initiative is needed to handle processes and resolve problems and queries based on experience and judgement, mainly without reference to others. These roles may work alone instead of as part of a team, or the system or process used may require more specialist knowledge or experience. Graduate trainees start at this level. |
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| **Reference Number** | BM-2017-410 |

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