

Role Profile

Part A - Grade & Structure Information

Job Family Code	7BF	Role Title	Junior Graphic Designer
Grade	PS7	Reports to (role title)	Senior Brand & Studio Manager
		Directorate/School	Communications, Public Affairs & Engagement
JE Band	228-268	Service/Department	Communications
		Date Role Profile was created	Jul-24

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.

Role Purpose including key outputs	<p>To provide professional and effective graphic design and artworking solutions for the County Council to enhance the profile and reputation of Surrey County Council's brand.□</p> <p>To support and promote Surrey County Council's brand throughout the organisation ensuring that all material conforms to the brand guidelines.</p> <p>Ability to artwork projects to a high standard, resizing projects to a wide variety of formats. These projects would be created by the Junior Graphic Designer or another role in the team.</p> <p>To manage and organise a varied and expanding personal workload, including administration relating to each project. Working closely with and supporting the Senior Brand & Studio Manager, Senior Graphic Designer and Content Creator to plan production schedules so that clients objectives are met within tight timescales and budget requirements.</p> <p>To provide creative and innovative design work to colleagues and clients from across the organisation, giving professional and effective advice on the best way to achieve their objectives.</p> <p>To work closely with clients and communication account managers, updating them of progress and keeping them informed at all stages of production, ensuring client relationships are professionally maintained.</p> <p>To liaise with the corporate print buyer on design projects regarding print specifications, production and quality control.</p> <p>To ensure that creative solutions are accessible to all key audiences in accordance with policies, standards, procedures and statutory obligations in order to communicate effectively and consistently.</p>
Work Context	<p>The role reports directly to the Senior Brand & Studio Manager.</p> <p>You will support on design projects from conception to completion alongside the Senior Graphic Designer, working with both in-house and external stakeholders. The ability to manage multiple projects simultaneously, while maintaining a high standard of creativity and attention to detail.</p> <p>The Graphic Designer 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 for print and digital media.</p> <p>Support will be offered from the wider communications team. The location of work will be flexible, but due to the nature of partnership working and understanding required of local communities, some travel around the county will be necessary. Surrey County Council currently mandates that all staff work in an office at least 2 days each week.</p>
Line management responsibility if applicable	
Budget responsibility if applicable	

<p>Representative Accountabilities</p> <p>Typical accountabilities in roles at this level in this job family</p>	<p>Analysis, Reporting & Documentation</p> <ul style="list-style-type: none"> • Prepare reports/statistics/briefings to meet statutory/management information requirements. • Recommend improvements and support implementation to systems, processes and procedures, ensuring best practice is shared across the team. <p>Service Delivery</p> <ul style="list-style-type: none"> • Deliver a range of administrative and/or customer/consultancy services in support of existing systems or processes to agreed standards, to maximise service quality and continuity. May authorise transactions where appropriate. • 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. <p>Planning & Organising</p> <ul style="list-style-type: none"> • Provide comprehensive support to a group of senior staff, ensuring confidentiality, effectively organising internal and external activities/events to support the delivery of efficient services. • Plan and prioritise own work activities for the weeks ahead, to ensure operational efficiency. Respond effectively to changing demands, adjusting priorities as needed. <p>Finance/Resource Management</p> <ul style="list-style-type: none"> • Maintain financial, and/or stock records, and review data to contribute to resource planning. <p>Work with others</p> <ul style="list-style-type: none"> • Maintain a network of contacts, drawing on support and advice from others to resolve problems. • Communicate and liaise with service users and/or external contacts, representing the team/service as required. • Support, coordinate and undertake research into a variety of projects in the defined area of activity to support achievement of team's objectives. <p>People Management</p> <ul style="list-style-type: none"> • May guide and/or supervise junior staff in their duties to facilitate their development and ensure service quality standards are maintained. <p>Duties for all</p> <p>Values: To uphold the values and behaviours of the organisation.</p> <p>Equality & Diversity: To work inclusively, with a diverse range of stakeholders and promote equality of opportunity.</p> <p>Health, Safety & Welfare: To work alongside colleagues in the maintenance of a safe working environment reporting incidents, accidents, repairs and maintenance promptly and taking appropriate action as required. Adherence to safe working under the health and safety policy is required.</p> <p>To have regard to and comply with safeguarding policy and procedure as appropriate.</p>
<p>Education, Knowledge, Skills & Abilities, Experience and Personal Characteristics</p>	<ul style="list-style-type: none"> • Educated to A level or equivalent, or able to evidence ability at an equivalent level. • Relevant HR, Management, business administration or financial qualification to NVQ Level 3/4, or able to evidence knowledge and understanding of relevant disciplines. Willingness to study for a relevant professional qualification if appropriate. • For some roles a relevant degree may be required. • Good IT skills. • Ability to work with others to achieve objectives and improve customer service. • Good written and oral communication skills with the ability to build sound relationships with customers to improve customer service. • High level administrative/organisational and analytical skills. • Ability to prioritise and plan own workload in the context of conflicting priorities and work on own initiative. • A methodical approach to information gathering, recording and reporting. • Previous relevant work experience. • Experience of maintaining and improving business/ database systems/secretarial processes and systems (as appropriate).

Details of the specific qualifications and/or experience if required for the role in line with the above description	<p>Educated to degree level in Graphic Design or with a design specific qualification.</p> <p>Strong knowledge in Adobe Creative Suite.</p> <p>Good knowledge of modern design, current trends, content creation and printing techniques.</p> <p>Excellent visual, written, and verbal communication skills to be able to keep clients and colleagues up-to-date, informed and involved in the development of projects.</p> <p>An understanding of communications channels, including organic and paid for social media, newsletters, digital & out of home advertising.</p> <p>Strong project management skills, with the ability to handle multiple deadlines and stakeholders to prioritise tasks effectively.</p> <p>The role is expected to operate effectively to tight deadlines and will need to maintain good networks with colleagues within the organisation and with our external print provider.</p> <p>They should be highly organised and able to work with colleagues to gain their support for planned, proactive and innovative communications. You will need to have a flexible approach as occasional evening and weekend work is essential. You will also need to be able to travel around the county to attend meetings and events.</p>
Role Summary	<p>Roles at this level provide a comprehensive business support service in a defined service or functional area, or provide specialist support services. Many will possess technical rather than professional expertise in the main disciplines, or have substantial experience of administrative procedures to enable them to guide and advise others. There will be minimal day-to-day supervision, but clear guidance is 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 specialist knowledge or experience. Some roles involve supervision of staff, others involve undertaking specialist functions or the provision of a broad comprehensive business admin services which may include coordinating activities, different customer and service users.</p>
Reference Number	<p>BM-2024-270</p>