



**Based in: Ross-on-Wye, Herefordshire**

**1. Post:**

<b>Job title</b>	<b>Publications and Design Co-ordinator</b>
<b>Start Date</b>	<b>Immediate (expected August 2010)</b>
<b>Period of Contract</b>	Permanent subject to 6 month probationary period

**2. Reporting structure & Supervisory responsibilities**

<b>Responsible to:</b>	Communications Manager
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**3. Overall purpose and objectives**

<b>Purpose:</b>	To co-ordinate the planning, design and production of creative, high quality communications that clearly promote MCS and instil MCS' brand identity, and motivate audiences to actively support MCS conservation and fundraising goals.
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This key role will co-ordinate all designed MCS outputs, both in print and online. Many resources will involve managing external suppliers, but the post will also involve some in-house design for which demonstrable skills and experience for creative work will be required, along with a commitment to conform to MCS' visual guidelines and brand.

The post holder will support MCS's strategies and initiatives to expand the organisation's membership, raise funds and communicate the wider aims of MCS throughout their work, ensuring the highest professional standards at all times.

**4. Main Duties**

**Visual Identity and Brand**

- Support the Head of Marketing and Communications in developing and managing MCS brand identity and communicating these developments to internal stakeholders.
- Ensure adherence to, and review as required, MCS visual identity guidelines for all published materials.

**Print and online publishing**

- Co-ordinate the design, production and fulfilment of all MCS printed resources including supporter newsletters, conservation, promotional and fundraising literature, annual report etc.
- Support colleagues in the production of online materials with planning, scheduling and graphic design contributions.

- Define workflows for print and online resource production, and communicate these to all relevant staff along with any additions or changes as they arise.
- Maintain, and review as required, staff guidance for conceptualising, planning and producing print and online resources and liaise with staff to agree a brief for each print and online output defining purpose, audience, timescale, budget and other requirements.
- Collate the teams' production requirements to prioritise an annual schedule, to be reviewed at least quarterly, and communicated effectively across MCS teams.
- Liaise across teams to ensure that conservation, campaigns, fundraising and marketing objectives are met with each printed and online resource.
- Ensure that all print and online publications are designed and incorporate copy to empower fundraisers, and inspire positive action from the target audience.
- Instil formal sign-off procedures across the organisation, and oversee sign-off procedure for each job to ensure that these are adhered to.
- Develop effective and innovative means of capturing editorial content and ideas for the MCS magazine and other supporter newsletters; organise the production timetable for these; and support the team in developing a programme of market research to capture feedback from readers to further develop products.
- Supervise all design suppliers for printed materials, and other relevant contractors in the print publishing process, ensuring that outputs are competitively priced, are of the highest standard produced to deadline and budget, and to MCS' environmental expectations.
- Ensure that detailed specifications for print jobs are created to allow for accurate quotations by printers and manage the print buying process across the organisation.
- Continually review and benchmark design and print processes and costs, and log and monitor expenditure to ensure optimum cost efficiencies.

### **Graphic design**

- Design outputs which require an immediate turnaround or would be less successful or cost-effective to produce externally.
- Use templates and closely adhere to established visual guidelines.
- Manage the MCS photo library, and strive to bring in the best of photography and illustration from agencies and professional/amateur individuals.

### **General duties**

- Inform the Communications Manager of developments and activities on an ongoing basis
- Maintain a detailed Work Plan outlining key activities, production deadlines and meetings
  - Attend Project Review meetings with the Communications Manager.
  - Attend MCS team meetings as required.
- Represent MCS externally, attending meetings, conferences and events as and when appropriate.
- Assist with general enquiries on information and resources from MCS, when necessary.

- Carry out all other such duties as may from time to time be determined by the Communications Manager and Head of Marketing and Communications.

## PERSON SPECIFICATION

<b>Skills:</b>	<b>Essential</b> <ul style="list-style-type: none"> <li>▪ Planning and organizing</li> <li>▪ Systematic approach to producing outputs</li> <li>▪ Prioritisation and time management</li> <li>▪ Interpersonal skills</li> <li>▪ Initiative</li> <li>▪ Attention to detail</li> <li>▪ Copy editing</li> <li>▪ Picture research and editing</li> </ul> <b>Desirable</b> <ul style="list-style-type: none"> <li>▪ Some experience of working in the charity sector would be preferable</li> <li>▪ Copywriting for print and online</li> <li>▪ An eye for print and photo quality, and colour values</li> </ul>
<b>Experience / Knowledge</b>	<b>Essential</b> <ul style="list-style-type: none"> <li>▪ Project and budget management</li> <li>▪ Detailed scheduling</li> <li>▪ Magazine and/or other forms of print production</li> <li>▪ Working with print and fulfillment contractors</li> <li>▪ Some experience of a customer service environment</li> <li>▪ Proficiency in use of design softwares, especially Adobe products (InDesign, Photoshop).</li> <li>▪ Working to deadlines and under pressure</li> </ul> <b>Desirable</b> <ul style="list-style-type: none"> <li>• Use of advance planning methodologies and related software (EG. MS Project)</li> <li>▪ Video production and use, especially online.</li> <li>• Proofreading and copy editing</li> </ul>
<b>Qualifications/ memberships</b>	<b>Essential</b>  <b>Desirable</b> <ul style="list-style-type: none"> <li>• Print or graphic arts qualification</li> <li>• Chartered Institute of Purchase and Supply membership</li> </ul>
<b>Personal attributes</b>	<ul style="list-style-type: none"> <li>▪ A personal style in line with MCS's values: supportive, approachable, responsible, reliable and personable</li> <li>▪ A good team player who can recognise where support is required and is able to prioritise effectively to help in all aspects of work at MCS</li> <li>▪ An ability to positively interact and work closely with a wide variety of individuals and teams.</li> </ul>

	<ul style="list-style-type: none"><li>▪ A highly motivated individual, able to work on their own initiative</li><li>▪ A creative approach, but underpinned by a strong appreciation and drive to deliver brand consistency.</li></ul>
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**Salary and Location:**

The position will be based at the MCS Head Office in Ross-on-Wye, Herefordshire. The salary will be £24,000 per annum.

Annual leave allowance is 25 days pro rata with pay per annum, including mandatory leave between Christmas and New Year, plus public holidays. Work during weekends and after hours may be required for which time off *in lieu* may be taken in agreement with the line manager. The Marine Conservation Society operates a non-smoking policy.

**Application process:**

Please apply in writing with a covering letter outlining your experience and interest in the position, together with a CV to Richard Harrington, Communications Manager, Richard.Harrington@mcsuk.org  
Tel: 01989 566017 [www.mcsuk.org](http://www.mcsuk.org)

**Closing date: 5pm Friday 16<sup>th</sup> July 2010**

**Interviews are likely to be held during the week commencing 26<sup>th</sup> July 2010**

Registered Charity Number (England & Wales): 1004005

Registered Charity Number (Scotland): SCO37480

Company Limited by Guarantee (England & Wales) No: 2550966

Registered Office: Unit 3, Wolf Business Park, Alton Road, Ross-on-Wye HR9 5NB