

Recruitment Information Pack

Digital Designer

Up to £28,500 dependent on experience
Based in Ross-on-Wye
(working from home options available)



Job Description: Digital Designer

Contract: Permanent, full-time

Location: Based in our Ross offices with flexibility to work from home

1. Reporting structure

Reports: (TBC)

Line Management: No posts report to this role

2. Overall purpose and objectives

To plan, design and produce creative, high quality digital and printed communications that clearly promote MCS, instil MCS' brand identity, and motivate audiences to actively support MCS' conservation and fundraising goals.

A strong focus on distribution of designed content through electronic means – our website, social networks and other digital formats.

Be an active advocate of MCS campaigns through digital and printed media bringing marine matters to a wider supporter base, and actively sourcing and producing content featuring MCS Conservation work for digital channels.

Develop material that will drive digital interaction amongst existing and prospective supporters and mobilise mass support for MCS campaigns.

3. Key responsibilities

- A) To design and produce digital and printed resources and support the production of designed resources by other contractors.
- B) Maintain quality and consistency of visual identity, design style, user experience and brand feel across products.

4. Main duties

A) I) Digital Design

- Shape and develop the organisation's digital presence with a focus on designing engaging visual and interactive content for use on a range of digital platforms, including:
 - Graphics (Infographics, social media, memes etc.)
 - Layouts and graphical assets (website, e-newsletters, blog, campaigns etc.)
 - Screen and user interface design (Apps, e-learning, rich applications etc.)
 - Downloadable resources (Interactive PDFs, Digital toolkits etc.)
 - Advertising campaigns (DOOH/Digital Out Of Home, Billboards, Interactive installations etc.)
 - Moving images (Animated visuals, video, showreels etc.)
 - Presentation templates
- Work with colleagues to review and develop our online presence, ensuring that our outputs are inspiring, on brand, engaging and current.
- Develop material that will drive digital interaction amongst existing and prospective supporters and mobilise mass support for MCS campaigns.

- Work with colleagues to improve user experience across our digital outputs to increase interaction and engagement and facilitate increased membership and fundraising for the organisation, whilst employing relevant evaluation and user testing methods.
- Take an active role in suggesting MCS online developments and work with colleagues to manage and maintain visual and interactive web content, ensuring they are of high quality and impact.
- Keep abreast of the latest digital technologies and platforms and utilise new technologies to maximise impact, whilst championing digital innovation.
- Work with colleagues to improve the cross-promotion of marketing, fundraising and programme initiatives across digital outputs.

II) Print Design

- The design and development of materials for print production, including:
 - Promotional literature (Leaflets, Booklets, Posters, Guides, Magazines etc.)
 - Membership (Packs, Folders, Renewal letters etc.)
 - Reports and proposals (Events, Impact, Strategy etc.)
 - Adverts
 - Display materials (Large format, Exhibition etc.)
 - Merchandise (Calendars, greetings cards, gifts, clothing etc.)
 - Stationery (Letterheads, comp slips, business cards etc.)

III) Production

- Support colleagues throughout the production of materials with input into planning, scheduling and project management.
- Work with the Line Manager to maintain, and review as required, staff guidance for conceptualising, planning and producing digital and printed resources.
- Liaise with staff to agree a brief for every designed resource which defines aims, audience, timescale, budget and other necessary requirements, relevant to the scale of the resource.
- Liaise across teams to ensure that conservation, campaigns, fundraising and marketing objectives are met with each online and printed resource and that the outputs incorporate copy which inspires positive action from the target audience.
- Ensure that formal sign-off procedures are adhered to, and work with the Line Manager to develop these procedures as necessary.
- Regularly update the Design and Production Planner, and use task management tools, to track project timescales and progress, and communicate any issues promptly.
- Ensure that detailed specifications for print jobs are created to allow for accurate quotations by printers and manage the print buying process as required, whilst adhering to the organisation's environmental policy.
- Direct the production of designed digital and print resources by other contractors.
- Work with the Line Manager to review and benchmark design and production processes and costs.
- Ensure that all purchases are recorded within purchase order software and monitor expenditure to ensure optimum cost efficiencies.
- Source and supervise external creative support and other relevant contractors (design, illustration, animation, video, photography, print and mailing fulfilment etc.), ensuring that

outputs are competitively priced, of the highest standard, and are produced to deadline and budget.

B) Visual Identity and Brand.

- Support your line manager and Director in managing and developing MCS' brand identity and communicate developments to internal stakeholders, inputting into a review of branding and house style as required.
- Ensure adherence to MCS brand guidelines for all published materials, advising and providing brand sign-off support on externally designed materials.
- Oversee MCS digital content for visual consistency maintaining high standards of visual identity, design style, user experience and brand feel, ensuring our digital outputs are engaging, inspiring and regularly updated through liaison with colleagues across teams.

Additional tasks:

- Input into the development, refinement and execution of campaign plans, supporting colleagues with idea generation and devising content for use on a range of digital platforms.
- Assist with implementing and contributing to MCS communications strategy.
- Assist in the maintenance of the MCS photo library, and strive to bring in the best of photography, illustration and video from agencies and professional/amateur individuals
- Support colleagues in content sourcing and creative development of the MCS magazine.

5. Internal reporting

- Inform the Line Manager and project managers of relevant digital projects and campaign developments and activities on an ongoing basis.
- Maintain a detailed advance quarterly work plan or online calendar.
- Input to a quarterly written report on activities, website statistics and progress against targets for submission to the Senior Management Team and Board of Trustees.
- Input to the management information (MI) report as required by SMT.
- Attend one-to-one meetings with the Line Manager, as required under MCS Support & Supervision Policy, and with project managers of relevant campaigns, as well as departmental and full team meetings as required.

6. General duties

- Abide by the core values of MCS in all aspects of their work.
- Support MCS' strategies and initiatives to expand the organisation's membership, raise funds and communicate the wider aims of MCS throughout their work.
- Maintain the highest professional standards at all times, ensuring that all outputs are produced within agreed budgets, time scales and specifications.
- Represent MCS externally, attending meetings, conferences and events as and when appropriate.
- Assist with general enquiries on information and resources from MCS, when necessary.
- Act responsibly in terms of the health, safety and welfare of yourself and colleagues, acting in accordance with our Health & Safety Policy and Procedures, and the policies as set out in the Employee Handbook.

The duties and responsibilities highlighted in this Job Description are indicative and may vary over time. Post holders are expected to undertake other reasonable duties and responsibilities relevant to the nature, level and scope of the post as advised by the Line Manager

7. Working relationships

Internal	<p>Work closely with Programme Managers on delivery of campaigns and sourcing of content.</p> <p>Work effectively across all teams, supporting and co-ordinating designed outputs; maintaining sign-off procedures; and advising, guiding and facilitating product conception, design and production.</p>
External	<p>Occasional volunteer supervision may be expected, but not essential.</p> <p>As necessary, engage and project manage the work of external consultants and contractors (designers, illustrators, animators, filmmakers, developers, agencies, print suppliers).</p>

8. Working environment

Office:	<p>Working in an open plan office</p> <p>All MCS offices are non-smoking, including at events where members of the public or our volunteers may be in attendance</p>
Travel:	Occasional to external meetings. Occasional overnight stays.

9. Dimensions and Limits of Authority

Budget	<p>Postholder does not have budget responsibilities</p> <p>Can sign off expenditure up to £100 without pre-approval.</p>
Management	Responsible for training and advising colleagues.
Strategy	N/A
Policy	Responsible for implementation and application of MCS Brand Guidelines
Outputs	Responsible for the design and production of digital and printed resources.

10. Person specification

	Essential	Desirable
Proven ability and competencies	<p>Proven graphic design skills across multiple media platforms.</p> <p>Ability to generate creative and accessible content on digital platforms.</p> <p>Excellent typography and layout skills.</p> <p>Good understanding of UI and UX design.</p> <p>Experience designing cross-platform and an understanding of the specifics of designing for Desktop, Mobile and Tablets.</p> <p>Proven ability to photo edit.</p> <p>Proven ability to manage the design and production of resources within budgets.</p>	<p>Proven ability to creatively work with a diverse range of highly professional individuals in a cross-cutting team environment.</p> <p>Proven track record of successful digital campaigning, advocacy and outreach.</p> <p>Ability to train and brief other staff on digital media matters.</p> <p>Experience of working in a digital marketing or campaigning environment</p>

	<p>Ability to work on multiple projects concurrently.</p> <p>Experience of working with consultants and contractors to develop communications materials, concepts and other materials.</p> <p>Proven ability to mobilise actions that influence policy makers through digital advocacy.</p> <p>Proven ability to develop relationships and build partnerships with key internal and external stakeholders.</p> <p>An eye for print and photo quality, and colour values.</p> <p>Good knowledge of online technologies.</p> <p>Experience in video production and use, especially online.</p>	<p>working in either the charitable or commercial sector.</p> <p>Website design and coding knowledge.</p> <p>Ability to produce and distribute content regarding conservation issues.</p> <p>Ability to interpret scientific data to a lay or general audience.</p>
Other skills and abilities	<p>Strong planning, prioritisation and scheduling skills, with the ability to deliver quality outputs to tight deadlines.</p> <p>Experience of using social networks, as an individual or on behalf of an organisation, and an understanding of best practice in this area.</p> <p>Ability to absorb information, think creatively and problem solve.</p> <p>Effective working whilst under pressure, including time management.</p> <p>Highly effective listening, verbal and written communication skills.</p> <p>Excellent written English, contemporary in style but grammatically correct.</p>	<p>Experience of working with a content management system, and/or developing or designing websites.</p> <p>An understanding of website marketing.</p>
Qualifications, training and Knowledge	<p>Proficiency in the use of design software, especially Adobe Creative Cloud (Photoshop, InDesign, Illustrator etc).</p> <p>Educated to degree level in design or graphic arts (or another relevant discipline) or equivalent design experience.</p> <p>Excellent IT skills and working knowledge of digital software.</p>	<p>Proficient in the use of advance planning methodologies and related software.</p> <p>Experience working with Microsoft Office 365.</p> <p>Qualification in digital marketing or similar.</p> <p>Knowledge of the environmental / marine / charity sector.</p>
Personal Qualities	<p>Systematic approach and attention to detail.</p>	

A personal style in line with MCS's values: supportive, approachable, responsible, reliable and personable

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

A self-starter with a professional and friendly manner, able to positively interact and work closely with a wide variety of individuals and teams.

An adaptable and positive outlook which enthuses at all levels.

A creative approach but underpinned by a drive to deliver brand consistency.

Good self-discipline and motivation to ensure completion of tasks to high standards and within agreed timescales.

Progressive mind-set and a strong interest in design and technology.

Proactively seeks ways to improve processes and systems.

How to apply

Please submit your CV and cover letter to hr@mcsuk.org with the role you're applying for in the subject line.

We prefer to make applications anonymous so please ensure you send your documents in an editable format that Word can handle – **no Pages format or PDFs, please.**

What we need to see

For your **cover letter** we are looking for you to tell us how your experience meets the role requirements. Please refer closely to both the job description and the person specification when completing this. Your cover letter should include examples of your work or experience which provides evidence of how you meet the job criteria and person specification and what skills you bring which would make you successful in the role.

Your **cover letter** should also let us know what inspired you to apply for this role with us – tell us what it is about our work that attracted you to the organisation and the position.

Interviews for this role will be held at our offices in Ross-on-Wye, Herefordshire, HR9 7 US. If you're invited to come and see us for an interview, you may be requested to prepare a task in advance, or take part in a group activity as part of the assessment process – we'll let you have all the details in the invitation to interview. If you feel you require any reasonable adjustments which would allow you to take part fully in the interview process, do let us know.

The legal bit

If you're successful, all offers of employment are conditional, subject to the following:

- candidates are required to provide proof of current and continued eligibility to work in the UK and will be required to present original documents if invited for interview. Information on what you'll need to show will be provided as part of the invitation to attend an interview but you can read more on the Home Office UK Border Agency website: <https://www.gov.uk/government/organisations/uk-visas-and-immigration>
- receipt of two references which are satisfactory to MCS.

If you would like to speak to us please call the HR team on 01989 561574

Recruitment approach

We are accepting applications on a rolling basis, and reserve the right to close the vacancy once the perfect candidate has been appointed.

MCS - Our vision, our mission

Our vision

Seas full of life - seas and coasts where nature flourishes and people thrive.

Our mission

To drive political, cultural and social change for healthy seas and coasts that support abundant marine wildlife, sustainable livelihoods and enjoyment for all.

What we stand for

Science and people - our staff, volunteers, supporters and partners - are at the heart of everything we do.

We act because everyone relies on the ocean to survive, from the air we breathe to the food we eat.

By helping people to discover, value and enjoy being connected to our seas, we can all make better decisions today, which will ensure seas full of life for future generations.

Why we need to act

Our seas are under threat - from pollution, overfishing and a lack of protection. We are taking too much out, for example fish and oil - often using intensive or destructive techniques. We are putting too much in - waste, pollution and damaging development.

What we need to achieve

Stop taking too much out of our seas - MCS will work to ensure sustainable use of the seas by minimising harm when we harvest resources, for example through fishing and oil extraction.
Stop putting too much into our seas - MCS will work to prevent and clean up marine litter and pollution, and to minimise damage from development and climate change.



Working with MCS

Hours of work	Our normal full-time working week is 35 hours. We offer Time Off in Lieu (TOIL) where you may have been required to work in excess of your standard hours and we have a flexible approach to our daily start and finish times in order to support you in balancing your work and home life.
Annual leave	We offer 25 days annual leave per annum, plus Bank Holidays – pro rated for part-time or fixed term contracts. Your entitlement to leave increases with service, to a maximum of 30 days after 10 years with us. Senior Management/Directors start at 27 days annual leave per annum, plus Bank Holidays, rising to a maximum of 30 days after 5 years.
Occupational sick pay	MCS seeks to support our team members when they have periods of sickness and once through the probationary period you are entitled to occupational sick pay equivalent to 8 weeks at full pay followed by 8 weeks at half-pay in any rolling year (pro-rated for part-time or fixed-term contracts)
Learning & development	MCS recognises that its employees are fundamental to its success, and seeks to provide an outstanding and distinctive social and working environment in which both the organisation and its employees can flourish and achieve their full potential. We seek to employ and develop high calibre and high-performing staff in order to meet our strategic objectives.
Pension	We will auto-enrol all employees in their third month of employment into our stakeholder pension scheme. On a monthly basis, MCS will contribute the equivalent of 5% of your annual salary into our scheme. After 6 months service, MCS will contribute an amount equivalent to 6% of your annual salary into our scheme on a monthly basis. You may choose to make personal contributions when you commence employment with us, and at any time from then.
Childcare Voucher Scheme	Our childcare voucher scheme is open to all employees who are parents or guardians and currently use registered childcare facilities. Employees can easily self-administer their vouchers through the Computershare online service.

Equality & Diversity at MCS

Everyone can expect to be treated with consideration and respect and MCS is committed to providing an inclusive environment for all. Good working relationships release the full potential, creativity and productivity of each individual, in an atmosphere where everyone can learn and work without prejudice, discrimination, harassment or violence.

MCS is an equal opportunities employer welcoming applications from all sections of the community.

Registered Charity No:
Registered

1004005 (England & Wales) SC037480 (Scotland)
Office: Overross House, Ross Park, Ross-on-Wye, HR9 7US