



## Job Description

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### Graphic Designer

**Grade:** 8

**Directorate:** FMC

**Location:** WWT Slimbridge

**Reporting to:** Creative and Design Manager

**Main function of the post:**

Bring our stories to life through compelling visual designs that engage our audiences across both digital and print platforms. In this role, you'll transform ideas into creative assets that elevate our brand, ensuring every piece of work is visually striking, strategically aligned, and consistent with our brand. You'll collaborate closely with cross-functional teams to develop impactful visuals, refine concepts, and maintain a cohesive look and feel throughout all marketing outputs.

**Supervisory responsibilities:**

Collaborate with freelancers and Junior Designer as and when required/on a project-by-project basis.

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### Responsibilities of the post

1. To produce on-brand, inspiring and audience appropriate marketing materials, for both digital and print, across the organisation.
2. Deliver multiple design projects, from concept to final delivery effectively prioritising tasks, meeting deadlines, and adapting to shifting priorities in a fast-paced environment.
3. Champion best-practice design, including accessibility and EEDI, while staying current with trends, tools, and maintaining key brand assets.
4. Support the Creative and Design Manager to uphold high and consistent standards across all marketing materials.
5. Champion the brand, ensuring a cohesive brand identity across all channels and touchpoints, and contribute to brand development and guidelines in collaboration with the Senior Brand Manager.
6. Provide guidance and feedback to ensure all materials are on-brand, promoting best practice across teams.

7. Maintain up-to-date knowledge of emerging tools/software, and technologies to push creative boundaries and improve output.
8. Actively seek opportunities to develop skills and apply new knowledge to enhance the quality and effectiveness of work.
9. Source and edit images for marketing teams to use on print and digital marketing channels, ensuring they are relevant and engaging to the intended audience.
10. Provide technical support to the organisation for design related matters.
11. Maintain good working relationships with external design agencies and freelancers.
12. Support the Senior Brand and Marketing Manager and Creative and Design Manager with the smooth running of the department and the wider directorate as appropriate.

In addition to the duties and responsibilities listed, the post holder is required to perform any other reasonable duties that may be assigned by the supervisor shown above, from time to time.

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**Date raised:** April 2026

**Amended:**

# Person specification

## 1. Qualifications

### **Essential:**

- Educated to degree level or equivalent in graphic design.

## 2. Experience

### **Essential:**

- Experience producing high-quality marketing materials for diverse audiences, supported by a strong portfolio demonstrating innovative design solutions across both online and offline channels.
- Advanced proficiency in Adobe Creative Cloud (Illustrator, Photoshop, InDesign), with some working knowledge of Premiere Pro and After Effects highly desirable. Understanding of Microsoft Word and Powerpoint.
- Proven ability to transform creative briefs into compelling, innovative assets while adhering to established brand guidelines.
- Strong background in marketing and fundraising design, creating compelling visuals that drive engagement, awareness, and income.
- Confident working within established brand guidelines, with the capability to evolve, refine, and extend them creatively.
- Strong understanding of typography, layout, composition, and visual hierarchy.
- Highly organised with excellent administrative skills and exceptional attention to detail.
- Strong IT skills, with a willingness to explore, adapt to, and learn new tools and platforms.
- Effective communicator and collaborative team player, comfortable working in cross-functional and fast-paced environments.
- Good experience in managing end-to-end creative projects, coordinating multidisciplinary teams, resources, and timelines to ensure seamless delivery under tight deadlines.

### **Desirable:**

- Skilled in delivering design solutions for charities and not-for-profits, balancing creativity with sensitivity to brand, audience, and purpose.
- Understanding of After Effects (motion) skills.

## 3. Managerial & supervisory

### **Essential:**

- Ability to oversee the work of other staff and contractors on an ad hoc basis

Type of staff	Number managed	Number supervised
Permanent Staff	0	0
Volunteers / casual workers	0	0
External agencies / freelancers	0	2-4

## 4. Responsibility

### **Essential:**

- Responsible for balancing deadlines and prioritising own workload.
- Ability to produce design assets to a high standard and to deadline within an allocated budget.
- Support designers and content team members by providing guidance, constructive feedback, and sharing best practice to maintain high creative standards.
- Ensure the timely delivery of assets to support successful multi-channel campaigns, including direct mail, OOH, print, digital, publications, events, merchandise, and partnerships.
- Responsible for maintaining a structured and accessible archive of all projects, supporting efficient workflow and asset management.

### **Levels of responsibility:**

Type of responsibility	Level (£'s)
Expenditure (exc. payroll)	-
Project Size (normally managed)	Medium
Assets (required for job, exc. buildings)	-
Visitors (per annum)	-

## 5. Creative ability

### **Essential:**

- Strong creative, conceptual, and visual communication skills, with the ability to translate ideas into compelling design solutions.
- Ability to think creatively and innovatively, while maintaining a strong awareness of practical constraints such as resources, feasibility, and brand guidelines.
- An organised individual who maintains high levels of detail, quality and accuracy.
- Ability to work both collaboratively and independently under own initiative, with a positive 'can-do' attitude and used to multi-tasking, balancing deadlines and heavy workloads.
- Highly adaptable with strong problem-solving skills, able to think creatively and develop effective solutions.

## 6. Contact

### **Essential:**

- Shows professional, friendly, diplomatic and professional approach
- Working closely with other directorates and Wetland Centres
- Working closely with external contacts

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## General notes

This position, will from time to time; require work during some evenings, weekends and public holidays to meet the needs of the post. Whilst this post is based at WWT Headquarters, Slimbridge, Gloucestershire, some travel may be necessary therefore a current driving licence is essential as is willingness to travel to other WWT Wetland Centres.