



Job Description

Junior Designer

Grade: 6

Directorate: Fundraising, Marketing and Communications (FMC)

Location: WWT Slimbridge Wetland Centre with the opportunity for hybrid working

Reporting to: Creative and Design Manager

Main function of post:

We're looking for a Junior Designer to join our in-house creative team. This is an exciting opportunity to help bring our brand and stories to life through compelling design across digital and offline channels.

Whether it's inspiring new visitors to our 10 UK wetland sites through national campaigns, driving membership growth, or delivering successful fundraising appeals, the breadth and diversity of our work creates endless opportunities to make a meaningful impact through creativity.

If you're passionate about design, brimming with ideas, and motivated to create work that inspires, informs, and makes an impact, we'd love to hear from you.

Supervisory responsibilities: None

Responsibilities of the post

1. Create, develop and deliver inspirational, on-brand marketing materials, including static and motion assets, across a diverse range of creative briefs.
2. To support and work closely with the senior creative team to ensure all work is of the highest standard and that we maximise all creative opportunities.
3. To support and collaborate with the Brand Marketing team and wider Directorate.
4. To contribute to the ongoing development of the WWT brand, ensuring it is communicated clearly, creatively and consistently across all platforms.
5. To be a WWT brand guardian across every touch point for both internal and external audiences.

6. Work on multiple design briefs simultaneously, taking projects through to final delivery, often to tight deadlines, while ensuring all work is delivered on brief and on time.
7. To help maintain and develop the teams processes, including design toolkits and image library.
8. To source and edit images, ensuring they are appropriate to the intended audience.
9. To provide technical design support and advice to colleagues across the organisation.
10. To help raise the profile of the in-house design team within WWT.
11. Maintain up-to-date knowledge of emerging tools/software, and technologies to push creative boundaries and improve output.
12. To be responsible for working within the WWT health and safety policy and guidelines ensuring that the health, safety and wellbeing of yourself and others is an integral part of how you work.
13. To be responsible for engaging with the WWT Sustainability Statement, being aware of negative environmental impacts and incorporating sustainable ways of working within your role.

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.

Date raised: April 2024

Amended: Sept 26

Person Specification

1. Qualifications

Essential:

- Educated to a degree level in Graphic Design or equivalent experience.

Desirable:

- Current driving licence

2. Experience

Essential:

- Good working knowledge of Adobe Creative Cloud software, including: InDesign, Illustrator, Photoshop, and Acrobat Pro. An understanding of MS Office (Word, PowerPoint).
- A good understanding of layout, typography, image management and digital platforms.
- Experience working to brand guidelines and ensuring consistency across all design outputs.
- Experience preparing artwork and files for both digital and print production.

Desirable:

Comfortable with Adobe After Effects/Premier Pro.

Some experience using collaborative visual productivity and project management platforms to support creative development and teamwork.

3. Managerial & Supervisory

Essential:

- n/a

4. Responsibility

Essential:

- To independently and effectively organise and manage tasks, activities and small projects, escalating matters when appropriate.
- Ability to produce design material to the required high standard and aligning with brand behaviours

Levels of Responsibility:

Type of Responsibility	Level (£'s)
Budget Responsibility	N/A
Income	N/A
Project Size (normally managed)	Small

Assets (required for job, exc. buildings)	N/A
Visitors (number per annum)	N/A

5. Creative Ability

Essential:

- Highly creativity with a strong foundation of good design principles.
- Good attention to detail.
- A problem solver who is eager to learn.
- Good organisational and time management skills, comfortable interpreting design briefs and prioritising work to meet deadlines when working on multiple projects simultaneously.
- A passion and enthusiasm for design but a willingness to be flexible and adaptable with design solutions and when needed.

6. Contact

Essential:

- Excellent communication and collaboration skills, with a positive and proactive attitude.
- Able to take on board constructive feedback and interpret appropriately.
- Shows a professional, friendly, diplomatic and professional approach.
- Working closely with other directorates and our wetland centres.
- Working closely with external freelancers.

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.