

5<sup>th</sup> October 2020

**We are the county's leading conservation charity, committed to protecting wildlife and inspiring a lifelong love of nature. Our climate is in crisis and nature needs our help. Together we can protect the future. Join us!**

Hello and thank you for your interest in the post of Graphic Designer at Essex Wildlife Trust.

The role is Permanent/Full Time, working 37.5 hours from 9am-5pm, Monday-Friday. The salary for this post is £22,500 rising to £23,000 after successful completion of probation. It is based at Abbots Hall Farm in Great Wigborough.

As Graphic Designer, you will work as part of the Communications and Marketing team, aligning your work with several goals within the Trust's five-year strategy, including *Growing wildlife supporters* and *Creating places of wonder*. You will work with the Senior Graphic Designer to develop and deliver the Trust's visual communications, while managing your own day-to-day priorities and your portfolio of work through our account management system, treating colleagues as internal clients.

We are looking for someone who is interested in working in a busy and creative Communications and Marketing team where we're motivated to use visual communications to help protect the wildlife and wild places within Essex, to reach more wildlife supporters and do more for nature.

You will work well on your own initiative and within a team, supporting and making a positive contribution to the Trust's internal design studio, *The Design Hide* and working effectively with colleagues across the Trust, demonstrating the Trust's values of Inspiring, Collaborative, United and Professional.

I really hope this role interests you and you'd like to join our team and play an integral role in furthering the aims of Essex Wildlife Trust. To apply, please complete the application form giving clear examples why you feel you are suited to the role. Please send this alongside a copy of your portfolio either in PDF or an online link to [jobs@essexwt.org.uk](mailto:jobs@essexwt.org.uk) by 26 October at 9am. Please title your application document with your full name.

Interviews will be held remotely on Friday 6 November via Zoom.

For further information or an informal chat about the role, please email Emily McParland on [emilymp@essexwt.org.uk](mailto:emilymp@essexwt.org.uk) or call 07881942198.

Thank you for your interest in this role. I look forward to receiving your application. We respond to all applicants, so you will hear from us within a week of the closing date.

Yours faithfully

**Emily McParland**  
**Communications Manager**



**Essex**  
Wildlife Trust

Abbots Hall Farm  
Great Wigborough  
Colchester  
Essex  
CO5 7RZ

T 01621 862960  
@ [admin@essexwt.org.uk](mailto:admin@essexwt.org.uk)  
[www.essexwt.org.uk](http://www.essexwt.org.uk)

## **JOB DESCRIPTION**

The Graphic Designer will work within Essex Wildlife Trust's internal design studio, 'The Design Hide', to produce compelling design work that creatively represents Essex Wildlife Trust's brand. You will help deliver the Trust's brand rollout, ensuring content is recognisable, inspiring, informative and expresses the Trust's values to external audiences.

As Graphic Designer, you will work as part of the Communications and Marketing team, aligning your work with several goals within the Trust's five-year strategy, including *Growing wildlife supporters* and *Creating places of wonder*. You will work with the Senior Graphic Designer to develop and deliver the Trust's visual communications, while managing your own day-to-day priorities and your portfolio of work through our account management system, treating colleagues as internal clients. You will need to be equally happy working autonomously under your own direction and working as part of a team.

You will produce a diverse portfolio of work, including traditional media such as print collateral and interpretation, as well as production of digital assets covering web, email, social channels and digital content to aid the Communications and Marketing team in reaching greater audiences, recruiting more supporters and mobilising individuals to take action for nature. You will be helping to build the Trust's brand recognition and reputation with our external audiences and use visual content to tell conservation stories and successes. This is a great opportunity to help shape the way that the Trust communicates and is perceived by the outside world.

### **Key tasks**

1. Meet with colleagues as 'internal clients' to support and clarify design briefs. You will log your work using *The Design Hide's* account management system to stay organised, offer a professional in-house studio service and prioritise work appropriately.
2. Produce high-quality design, covering everything from print to digital, including social media assets, interpretation, print collateral and digital content.
3. Work closely with the Senior Graphic Designer to deliver the Trust's brand rollout and to help achieve the Trust's strategic goals, working autonomously where appropriate.
4. Be a brand ambassador for the Trust, communicating to colleagues and partners about the importance of brand recognition and consistency for Essex Wildlife Trust.
5. Liaise with printers, merchandisers and third-party customers to ensure sustainability and value for money on produced materials.
6. To work with different departments to ensure effective visual communication is being successfully utilised throughout the organisation to increase the Communication and Marketing teams' reach, recruitment and the organisation's reputation.
7. Work effectively with colleagues across the Trust and demonstrate the value of being Inspiring, Collaborative, United and Professional.

### **Person specification**

#### **Knowledge and skills**

1. Qualified to degree level in a design-related subject.
2. Proven experience delivering design projects in a design studio or in-house design team.
3. Experience of delivering both large and small design projects from conception to completion, for print and digital materials.

4. Expertise with key design software packages, including Adobe Creative Cloud, incorporating InDesign, Photoshop and Illustrator.
5. Creative and enthusiastic, with the ability to bring creative ideas to the table and turn design briefs into inspirational and mobilising pieces of work.
6. Good communication skills both written and verbal, adapting style to suit the audience and with the ability to support all departments within the Trust.
7. Strong technical skills, with the ability to quickly understand how to use new software.
8. Confident and creative illustrator.
9. Effective at prioritising, organising, planning and scheduling activities and resources to ensure deadlines are met.
10. Great attention to detail and ensures high standards are achieved with a consistent and high-quality approach.
11. Works well on their own initiative and within a team, supporting and making a positive contribution to *The Design Hide* and the Communications and Marketing team.

#### **Additional information**

- The role entails some evening and weekend working.
- The role requires an interest in working for a charity that is determined to protect wildlife and inspire a lifelong love of nature.
- The role requires the ability to drive, including a full driving licence and use of a vehicle, though pool vehicles may sometimes be available.
- The role is based at Great Wigborough, Essex, but requires regular travel across the county and beyond to other sites. Mileage is paid for extra travel.

#### **EWT rewards:**

- Salary reviewed bi-annually against the market with cost of living consideration annually
- Pension of 3% from you and 5% from EWT
- Annual leave starting at 25 days, rising by one day a year to a maximum of 28 days + bank holidays
- Employee Assistance Programme offering advice to staff and their families on a variety of topics and including counselling
- Sick pay increasing with length of service
- Maternity, paternity and adoption pay
- Staff days and staff social
- Merit award scheme (staff nomination of colleagues for awards)
- Regular performance development meetings
- 10-20% discount in EWT centres
- Professional and developmental training
- Role-related professional membership paid
- Able to attend 2 wildlife courses per annum
- The satisfaction of making a difference through working for a conservation charity