**Person Specification: Graphic Designer – Whole Trust**

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|  | **Essential** | **Desirable** | **How Identified:** |
| **Application** | * Fully supported by 2 references * Well-structured supporting statement outlining skills, knowledge and expertise that has prepared the candidate for this post. | * High standard of presentation | Application Form |
| **Qualifications and Training** | * Have a Bachelor’s degree in Graphic Design or other creative field. * Portfolio of work which demonstrates creative and engaging design skills and excellent attention to detail * Recent evidence of commitment to own professional development. | * First Aid Trained (or be willing to be trained) | Application Form and Interview |
| **Experience** | * Considerable experience of leading and working with Senior Leaders on design projects, producing new ideas and concepts. * Considerable experience of producing visually engaging content for a wide range of digital media including social media and website. * Proficient with social media tools * Experience of design for print | * 2-3 years of proven experience in graphic design, photography, developing website content and social media management. * Experience of working within an educational setting or other not for profit organisation. | Application Form, Interview and References |
| **Skills and Abilities** | * Ability to communicate ideas and viewpoints clearly, concisely and non-confrontational in person and in writing, with colleagues, student, parents/carers, external agencies and the wider community. * Excellent organisational skills with the ability to manage conflicting priorities whilst ensuring attention to detail, working flexibly to meet the needs of the Trust and specified deadlines. * Strong creative thinking and problem-solving skills with a firm grasp of design principles and emerging design trends. * Clear understanding of how to utilise web, social, email and other digital channels for marketing and communications * Ability to establish strong working relationships and makes an active contribution to working flexibly with colleagues, students and other external agencies/professionals that supports the achievement of shared goals. * Highly developed IT skills and proficient in the use of a range of creative IT packages including Adobe Creative Cloud, Illustrator, InDesign and Photoshop alongside Microsoft Office products * Excellent literacy and numeracy skills. | * Can demonstrate the ability to consistently perform to the best of their ability, delivering an efficient and effective service. * Ability to work under pressure and use own initiative where appropriate | Application Form, Interview and References |
| **Personal qualities** | * High personal and professional standards, taking pride in your work. * Respect for all social, cultural, linguistic, religious and ethnic backgrounds. * Have passion and drive, in working in an environment where children are at the heart of everything we do * A strong commitment to safeguarding and promoting the welfare of children * Motivated to learn and develop to meet the needs of the role, being fully committed to own professional development and actively participate in any training and development opportunities. * Being flexible, reliable and having a good measure of integrity and professionalism. * Contribute to the overall ethos, values and aims of the academy. | * Demonstrate enthusiasm and sensitivity whilst working with others. | Interview and References |