

Design Manager

Department:	Cabinet Office	
Section:	Communications	
Reports to:	Head of Marketing and Campaigns	
JE Ref:	CB1042	
Grade:	CS 10	JE Date: 27.06.2024

Job purpose

The purpose of this role is to create engaging visual assets that effectively engages target audiences across various channels. This involves developing a broad range of compelling visual content that supports each individual brief, maintains brand integrity, and maximizes reach to the intended audience. Additionally, the role requires managing external design work with agencies and freelancers, ensuring all artwork is delivered on time, aligns with the brand's guidelines, visual standards, tone of voice, and is cost-effective.

Job specific outcomes

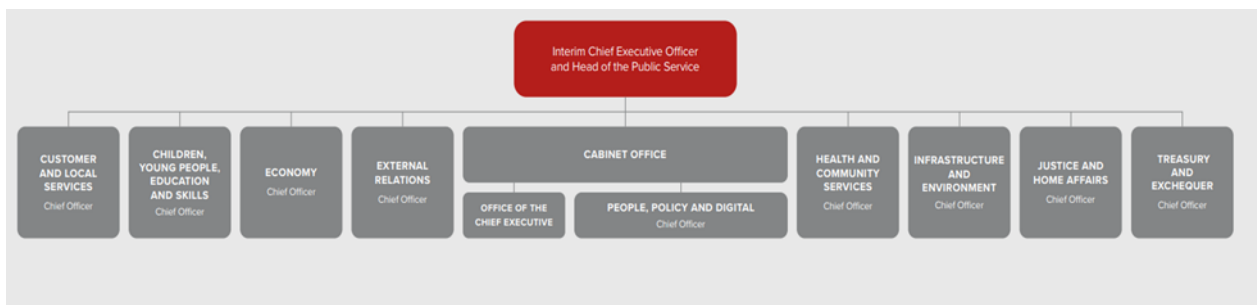
- Manages all design projects from commencement to delivery, utilise your creativity, technical skills, and knowledge of design principles to produce visually appealing and effective materials.
- Create a wide range of visual designs, including, but not limited to, digital graphics, illustrations, logos, infographics, brochures, presentations, and other marketing collateral.
- Involved in the end-to-end design production process, such as selecting appropriate software tools, creating design drafts, refining designs based on feedback, and delivering final design assets in various formats.
- Creating an approved and effective pool of freelance resources and suppliers.
- Manage the artwork asset library, ensuring all design materials align with the brand's guidelines.
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- Deliver innovative solutions that meet requirements while maintaining visual aesthetics and impactful content.
- Ensure adherence to established processes and best practices is crucial. You will review and validate that these protocols are followed, guaranteeing that all content is consistent with the brand identity and meets the specific requirements of the clients
- Provide accurate cost estimates, quotations and supplier payments for projects and monitor budgets to ensure that financial resources are effectively managed throughout the production process.
- Oversee the management of all design inventory of design files and equipment.

Statutory responsibilities

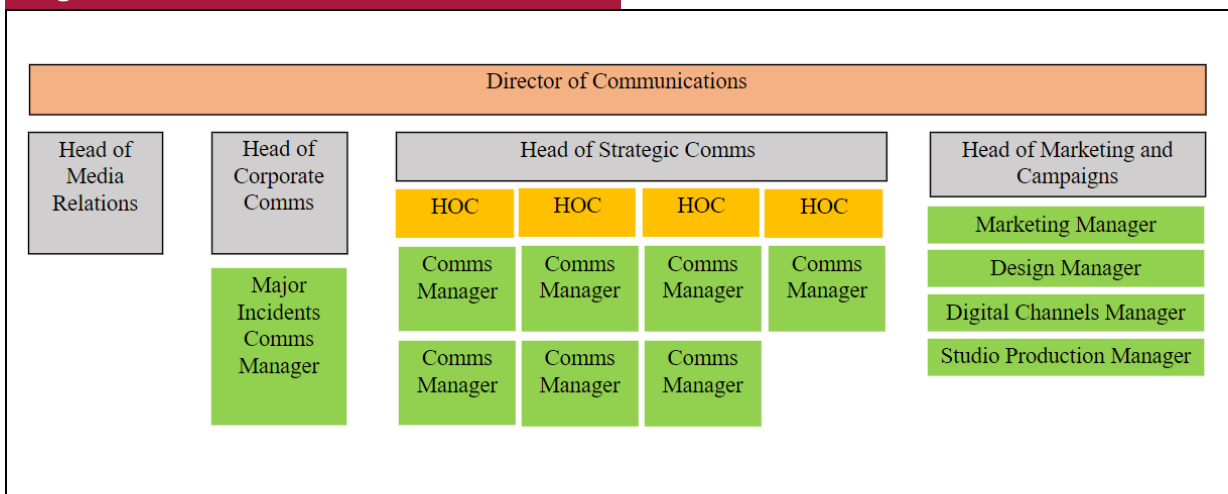
Active engagement, participation and compliance with any other statutory responsibilities applicable to the role, as amended from time to time.

This role is politically restricted. The jobholder is not permitted to undertake political activity involving standing for election to the States or as a Parish Constable, or publicly supporting someone who is standing for election or playing a public part in any political manner.

Organisational structure



Organisation chart



Person Specification

Specific to the role

<p>Qualifications</p> <p><i>Please state the level of education and professional qualifications and / or specific occupational training required.</i></p>	<p>A level 5 qualification in design OR equivalent 5 years relevant work experience.</p> <p>Prince 2 Project Management qualifications or experience</p>	
<p>Knowledge</p> <p><i>This relates to the level and breadth of practical knowledge required to do the job (e.g. the understanding of a defined system, practice, method or procedure).</i></p>	<p>Experience in graphic design principles, and able to apply these principles.</p> <p>Experience in developing brand identities, including logo design, brand guidelines, and visual assets that represent and enhance an organisation's brand.</p> <p>Proficiency in industry-standard design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign) and other relevant design tools. Knowledge of their features and functions to create and manipulate visual elements.</p> <p>Skill in creating visually compelling infographics to effectively communicate complex information or data.</p>	<p>Ability to create animated graphics and motion effects using software like Adobe After Effects or similar motion design tools.</p> <p>Knowledge of public sector communications</p> <p>Management of design agency and freelance providers</p>
<p>Technical / Work-based Skills</p> <p><i>This relates to the skills specific to the job, e.g. language fluency, vehicle license etc.</i></p>	<p>Able to create original illustrations and graphics to enhance design projects, using digital drawing tools or traditional drawing techniques.</p>	<p>Experience of commissioning design support with external agencies.</p>

	<p>Strong problem-solving skills and the ability to adapt design approaches when faced with challenges.</p> <p>Excellent verbal and written communication skills to effectively convey design concepts, gather feedback, and present ideas to clients and stakeholders.</p>	
<p>General Skills/Attributes</p> <p><i>This relates to more general characteristics required to do the job effectively, e.g. effective written communication skills, ability to delegate, motivation or commitment etc.</i></p>	<p>Project management skills to organise and prioritise design tasks, meet deadlines, and manage multiple projects simultaneously.</p> <p>Able to manage budget effectively by quoting, recharging and paying invoices accurately and efficiently.</p> <p>Ability to work to tight deadlines in a changing environment.</p> <p>Capability of managing a flexible working schedule.</p> <p>Ability to work in a team.</p> <p>Continuously refine your skills by staying up to date with design trends and industry best.</p>	<p>Understanding of campaign processes</p> <p>Knowledge of digital design principles, including designing for web, social media, and other digital platforms.</p>
<p>Experience</p> <p><i>This is the proven record of experience and achievement in a field, profession or specialism. This could include a minimum period of experience in a defined area of work if required by an external body (for</i></p>	<p>Over 5 years' experience of working in design or creative agency</p> <p>Experience of delivering creative campaigns.</p> <p>Managing a design team – internally or externally.</p>	<p>An interest in government and experience of working in the public sector</p>

<i>example a period of post-qualification experience).</i>	Experience in managing freelancers and agencies.	
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Personal Attributes

Appointees to this role will be required to adhere to and perform their duties in line with the standards identified in the States of Jersey tier 4 core accountabilities, attributes and behaviour indicators