

Job Description and Person Specification

Graphic and Multimedia Designer



Salary:	£30,246 - £32,098pa inclusive.
Leave:	25 days per annum plus public holidays and College closure days.
Hours:	36 hours per week (full time) 5 days in the office.
Reports to:	Head of Marketing.
Location:	Isleworth Campus (some travel to the Skills +Logistics Centre in Feltham and other external locations, with prior notice).

The purpose of the post is: To act as the College Brand Guardian, ensuring that all creative work reflects and strengthens West Thames College's identity and values. The postholder will work closely with the Marketing Team to raise the College's profile across all internal and external audiences through highly creative, innovative, and consistent design concepts. They will manage the design and production process for all marketing publications, campaigns, promotional materials, multimedia content, and installations, ensuring quality, creativity, and impact across print and digital channels.

Main duties and responsibilities

1. Student Recruitment

- Lead on the creative development and design of student recruitment campaigns, from initial brief to final production and installation.
- Produce campaign visuals and materials across a range of formats, including prospectuses, course guides, brochures, advertisements, leaflets, posters, outdoor media, and event branding.
- Create digital assets for student recruitment, including paid and organic social media content, digital banners, and online advertising visuals.
- Ensure all campaign designs are delivered on time, meet the brief, and adhere to College brand guidelines.
- Support the Head of Marketing in producing new campaign concepts and sub-brands each academic year.

2. Reputation Building

- Design and produce corporate publications and promotional materials that enhance the College's reputation among key stakeholders, partners, and the wider community.
- Create high-quality visual materials for community engagement projects, employer partnerships, and strategic events.
- Coordinate photoshoots (onsite and offsite), source photography from libraries, and capture high-quality digital photographs and videos for use across print and digital platforms.
- Ensure all imagery and footage reflect the College's diversity, professionalism, and values.

- Manage the visual and physical installation of marketing materials, ensuring displays, signage, and large-format graphics are professionally presented and consistent with brand standards.

3. Digital First

- Create and edit engaging animations, motion graphics, and short videos for use across social media, digital signage, website, and advertising campaigns.
- Work closely with the Digital Marketing Officer to ensure visual consistency and campaign cohesion across all digital channels.
- Optimise creative assets for digital use, ensuring accessibility, responsiveness, and best practice standards.
- Stay up to date with design and digital trends to continually improve the quality and innovation of the College's online presence.

4. Internal Collaboration

- Provide design support to curriculum teams and internal departments for materials such as event branding, internal campaigns, posters, displays, and presentations.
- Produce creative assets for internal communications and student engagement initiatives.
- Work collaboratively with the wider Marketing Team to deliver the Strategic Marketing Plan and ensure a consistent approach across all outputs.
- Participate in College events such as Open Days, Parents' Evenings, Awards, Enrolment, and staff development activities (some evening and weekend work required, with prior notice).

Generic Duties:

- Attend and participate in College meetings as required and actively promote College policies.
- Comply with all College Health & Safety and financial regulations.
- Participate in staff development and undertake training as part of continuing professional development.
- Work flexibly to meet organisational needs, including occasional evening or weekend work.
- Maintain confidentiality in line with the College's Data Protection Policy and relevant legislation.
- Uphold and promote College policies, including Equality, Diversity and Inclusion, Safeguarding, and Prevent.
- Promote a positive image of the College at all times to staff, students, visitors, and external partners.
- Undertake any other duties consistent with the level and scope of the role.

Person Specification

Please study the items in this person specification carefully and when completing your application form try to describe your knowledge, skills and experience in terms of those particular items:

- Attend and participate in College meetings as required and actively promote College policies.
- Comply with all College Health & Safety and financial regulations.
- Participate in staff development and undertake training as part of continuing professional development.
- Work flexibly to meet organisational needs, including occasional evening or weekend work.
- Maintain confidentiality in line with the College's Data Protection Policy and relevant legislation.
- Uphold and promote College policies, including Equality, Diversity and Inclusion, Safeguarding, and Prevent.
- Promote a positive image of the College at all times to staff, students, visitors, and external partners.
- Undertake any other duties consistent with the level and scope of the role.

Skills and Attributes

- Strong creative and conceptual flair with excellent attention to detail.
- Excellent written and visual communication skills.
- Strong interpersonal and teamwork skills with the ability to collaborate effectively across departments.
- Excellent organisational skills and the ability to manage multiple projects simultaneously.
- Proactive and enthusiastic self-starter with the confidence to present creative ideas.
- Strong sense of ownership and accountability for the quality and impact of design work.
- Willingness to work flexibly, including evenings and weekends when required (time off in lieu provided).
- Full driving licence and access to a car (desirable).
- Commitment to ongoing professional development.
- Literacy and Numeracy qualifications at Level 2 or above.
- Awareness and understanding of Equal Opportunities, Prevent, and Safeguarding.

Equality and diversity

West Thames College champions **excellence, integrity, equality, and respect**.

We believe that a diverse and inclusive workforce enhances creativity, innovation, and success. Everyone, regardless of background, identity, or experience is treated with respect and given equal opportunity to succeed. We don't just promote diversity, we celebrate it.

Closing date: Friday 14th November

Reference: 6MAC002

Interview start date: Monday 24th November

We encourage early applications, as the College reserves the right to close the vacancy before the stated closing date if a sufficient number of suitable applications are received.

Conditions of Service

Contract:	Permanent Full time
Salary:	£30,246 - £32,098pa inclusive Please note the salary range for this post is points 29-31 on the Support Staff scales. Progression up the incremental pay scale is automatic and awarded on 1 April annually. New entrants are placed on point 29.
Pension:	Staff are entitled to participate in the Local Government Pension Scheme subject to its terms and conditions.
Annual Leave:	25 days per annum plus public holidays and College closure days.
Hours:	36 hours per week - 5 days in the office.
Probation:	Employees who commence their employment between 1 September and 31 May inclusive will be subject to 26 weeks probation before their employment can be confirmed as permanent. Employees, who commence their employment between 1 June and 31 August, and those with term time only contracts, will be subject to 36 weeks probation period before their employment can be confirmed as permanent. The extended period of probation is ensure that there is an adequate period of "normal" working during which to provide support and assess an employee's performance.
Disclosure	The post will be offered subject to an enhanced Disclosure satisfactory to West Thames College which will be conducted by the Disclosure and Barring Service.