



## **Gwasanaeth Tân ac Achub Gogledd Cymru North Wales Fire and Rescue Service**

### **JOB DESCRIPTION**

<b>POST TITLE</b>	Graphic Designer and Digital Engagement Assistant	<b>POST REF</b>	
<b>DEPARTMENT</b>	Corporate Communications Department	<b>DATE</b>	February 2019
<b>REPORTS TO</b>	Corporate Communications Manager	<b>SALARY GRADE</b>	05 (subject to Job Evaluation)
<b>LOCATION</b>	North Wales Fire and Rescue Service HQ, St Asaph Business Park.	<b>HOURS PER WEEK</b>	37

#### **OVERALL JOB PURPOSE**

To bring communications campaigns alive by producing thoughtful and creative graphic and web designs to help get across key corporate messages with high visual impact - for use on a wide range of communications materials aimed at both internal and external audiences.

To assist with the production of engaging digital content, to include photos and video.

To assist in the provision of effective two way communications between the Fire and Rescue Service and external audiences by supporting the maintenance and development of digital media.

To be able to provide occasional support for operational functions with building plans and hazard information maps.

#### **PRINCIPAL DUTIES AND RESPONSIBILITIES**

##### **GRAPHIC DESIGN**

1.	Use of recognised and professional graphic design software tools to design, illustrate and produce original print and web ready artwork and graphics for a wide range of communications and publicity purposes whilst implementing corporate branding guidelines. To include website, social media, leaflets and brochures, staff magazine, event displays and banners, presentations, adverts, certificates.
2.	Think creatively to produce new and innovative design ideas and concepts - with a holistic approach about the full user experience.
3.	Assist in generating visual material (including video, photos, animation, infographics), both on site and occasionally on location across the Service area - and maintain and develop our visual content library using a range of software tools and video/photography equipment.

<b>PRINCIPAL DUTIES AND RESPONSIBILITIES</b>	
4.	Source copyright free photographs, take own or use suitable high resolution digital photos for artwork.
5.	Adhere to corporate branding guidelines and proofread to produce accurate high quality work.
6.	Create and add to a library of original illustrations for graphic design and web uses.
7.	Comply with current copyright law in relation to accessing photographs for design work.
8.	Keep up to date with emerging technology and trends, undertaking training courses determined to be relevant to the post.
9.	Work as part of a communications team and attend department liaison meetings where necessary.
10.	Be able to work simultaneously on a number of different projects based on current departmental workload.
11.	Be aware of the requirement to comply with General Data Protection Regulation (GDPR) and the Welsh Language Standards (linked to the Welsh Language (Wales) Measure 2011).
12.	A basic knowledge of Autocad or a willingness to learn in order to produce building plans for fire investigation and business fire safety purposes.
13.	A willingness to develop new basic software skills in the future for the purpose of hazard information maps.
<b><u>DIGITAL MEDIA</u></b>	
1.	Assist in implementing communications strategies, helping to increase community engagement by producing timely and pertinent digital content (including copy, pictures and videos across all Service digital channels: website, Facebook, LinkedIn, Twitter, Instagram and YouTube).
2.	Assist with running the Service website, creating engaging content in line with accessibility requirements, liaising with website developers where necessary, and helping to manage email subscriptions generated via the website.
3.	Liaise with other staff to provide guidance and support in respect of effective digital community engagement.
4.	Assist in monitoring the effectiveness and performance of digital campaigns using appropriate tools, helping to make improvements where necessary, assisting with reporting on the performance of website and social media channels.
5.	Assist in digital advertising campaigns e.g. on Facebook, using Google Adwords, or YouTube.
6.	Help keep up to date with emerging platforms and trends and their uses for engagement purposes.
<b><u>DEPARTMENTAL SUPPORT</u></b>	
1.	Help establish close working relationships with external partners to maximise opportunities for community engagement activities.
2.	Assist in occasionally staffing any events attended by the Service e.g. community events.
3.	Provide support within the department in the case of unforeseen demand or emergencies.

**PRINCIPAL DUTIES AND RESPONSIBILITIES**

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|----|----------------------------------------------------------------------------------------------------------------------|
| 4. | Any other duties commensurate with the post and salary grading, as directed by the Corporate Communications Manager. |
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**SUPERVISORY RESPONSIBILITY**

None, other than to assist new members of staff.

**FINANCIAL RESPONSIBILITY**

None.

**CONTACTS OUTSIDE OWN SECTION**

- Telephone, email and Skype contact with external companies in relation to design work, website support and for clarification of printing requirements.
- Communication with various departments and staff at all levels across the Fire and Rescue Service in relation to graphic design digital communications.
- Members of the public on occasion
- Other Fire and Rescue Services on occasion

**LANGUAGE REQUIREMENTS**

- Excellent English language communication skills, both verbal and written (equivalent to Level 2 Essential Skills)
- Excellent Welsh language communication skills, verbal and written, equivalent to Level 4. Level 4 requires that you can; keep up an extended casual work related conversation or give a presentation with a good degree of fluency and range of expression but may need to revert to another language to answer unpredictable questions or explain complex points or technical information. Contribute effectively to meetings and seminars within own area of work. Argue for/against a case.

**EMPLOYMENT CHECKS / SPECIFIC REQUIREMENTS**

Basic DBS.

**MANDATORY TRAINING**

None.

**OTHER**

Working indoors in an office environment with a requirement to visit sites occasionally and various stations, departments or events throughout North Wales.

**PERSON SPECIFICATION**  
**Assessment for recruitment requirements and competencies**

**POST TITLE**

Graphic Designer and Digital Engagement Assistant

**QUALIFICATIONS, KNOWLEDGE, EXPERIENCE**

**ESSENTIAL**

The qualities without which a post holder could not be appointed

- Level 4 nationally recognised qualification (e.g. HND, foundation degree, NVQ) in a related subject (e.g. graphic design, multimedia, art and design, information and creative technology) or an equivalent amount of relevant experience
- Excellent working knowledge of professional graphic design software, including Photoshop, Illustrator and InDesign (Adobe Creative Suite)
- Good knowledge of web communications, digital/social media and the use of content management software
- Knowledge and familiarity with industry standard terminology and printing processes
- The ability to achieve successful results to a Basic level DBS check

**DESIRABLE**

Extra qualities which can be used to choose between candidates who meet all the essential criteria

- Experience of filming, editing (e.g. using iMovie) and posting short video clips and pictures to digital and social networking sites
- Experience of taking and resizing quality photographs
- Experience of sourcing and producing marketing and promotional materials
- Knowledge of animation
- Experience of copywriting for a variety of audiences and topics
- Experience of assisting with the development and implementation of targeted community engagement campaigns
- Experience of working with diverse audiences, especially hard to reach groups

<b>SKILLS</b>	<b>ESSENTIAL</b>
	The qualities without which a post holder could not be appointed
	• Excellent English language communication skills, both verbal and written (equivalent to a Level 2 Essential Skills)
	• Excellent Welsh language communication skills, both verbal and written (equivalent to Level 4 NWFRS Standards)
	• Intermediate IT skills to include a working knowledge of Microsoft packages
	• Full driving licence and the ability to travel to various locations within the North Wales service area if necessary (a Service vehicle will be made available)
	<b>DESIRABLE</b>
	Extra qualities which can be used to choose between candidates who meet all the essential criteria
	• The ability to work as part of a team
	• Excellent organisational skills with the ability to work under own initiative and prioritise and meet deadlines
• A proactive, self-motivated approach with enthusiasm for delivering campaigns to a high standard	
• Evidence of ability to pay close attention to detail	
• Demonstrate a level of awareness of equality and diversity issues appropriate to this role	