



Bicton Heath, Shrewsbury, SY3 8HS

Re : Graphic Designer – Apley Castle

Thank you for your request for further information for the above mentioned post. Please find attached the following :

- 1. Information to Candidates**
- 2. Equal Opportunities Monitoring Form**
- 3. Job Description**
- 4. Person Specification**

Having read the enclosed information, your completed application form should be returned to me at the address below, to arrive no later than **7th January 2019**. Interviews scheduled for week commencing 15th January 2019.

We will respond to all unsuccessful applications within 4 weeks of the closing date via email (if you have provided an e-mail address on your application form).

Thank you for the interest you have shown in this post.

Yours sincerely

Gaynor Taylor
HR Advisor
Encs.

Graphic Designer – 37.5 hours per week. Telford
INFORMATION TO CANDIDATES - SUMMARY OF MAIN TERMS AND CONDITIONS OF EMPLOYMENT

The following information is intended as a useful guide to applicants considering joining the Hospice. Full details are supplied with an offer of appointment.

1. MEDICAL

As part of the Hospice's selection procedure for employment, we ask all prospective employees to complete a pre-employment medical questionnaire. The purpose is to fulfil our responsibilities under the Health and Safety at Work Act 1974 and to ensure that the proposed employment does not present any particular risks from a medical point of view.

No formal offer of appointment will be made until the Hospice, through its Occupational Health Service Provider, is satisfied about your medical fitness to undertake the job. Further details about this will be sent to any prospective employee following interview.

2. REFERENCES

No formal offer of employment will be made until we have received satisfactory references.

3. DISCLOSURE

Not applicable

4. PROBATIONARY PERIOD

Your appointment will initially be for a probationary period of up to 3 months during which time your progress will be regularly assessed. Your line manager will work closely with you in order to help and support you as necessary throughout your probationary period. The Hospice reserves the right to extend the probationary period for any reason should this be deemed necessary eg. to provide additional training.

Your appointment will be confirmed in writing following the satisfactory completion of your probationary period. Your employment may be terminated at any time during the probationary period with appropriate notice. However, prior to this decision being made, every effort will be made to ensure that you reach the required standards.

5. SALARY

The salary for this post is £16,941 - £19,562 per annum depending on experience. This is Band 3 under the Hospice's pay scale system. Salaries are paid monthly by credit transfer to a bank or building society account.

6. HOURS OF WORK

You will be contracted to work 37 ½ hours (5 days) per week.

7. HOLIDAY

You will be entitled to 7 weeks holiday per annum including bank holiday entitlement. The holiday year runs from 1 January to 31 December.

8. NOTICE

During your probationary service the period of notice to terminate your employment is one week by either party.

9. PENSION

The Hospice is able to offer ex NHS staff continuity of membership* into the NHS Superannuation Scheme. Please note, as a direction employer, the Hospice is not able to provide access to the NHS (Compensation for Premature Retirement) Regulations or the NHS (Injury Benefits) Regulations. All other NHS Superannuation scheme benefits are applicable.

(*Provided there is not a gap of more than twelve months between your last contribution to the scheme and applying to re-join it from the Hospice.)

Severn Hospice Equality and Diversity Statement

Severn Hospice (the Hospice) is committed to the equal treatment of all employees and job applicants and requires all staff, whatever their grade or authority, to abide by this general principle. The Hospice is committed to all employees being able to achieve their full potential in an environment characterised by dignity and mutual respect.

No individual shall be treated less favourably than another on grounds of gender, age, religion or belief, marital status, race, nationality, ethnic or national origin, sexual orientation, disability, social background, trade union membership, criminal record, carer responsibilities or employment status. The policy of equality of opportunity extends to all services we provide.

Severn Hospice aims to promote equality of opportunity for all with the right mix of talent, skills and potential and welcome applications from a diverse range of candidates including those with criminal records. We comply fully with the DBS Code of Practice and undertake to treat all applicants fairly. We undertake not to discriminate unfairly against any subject of a DBS Check on the basis of a conviction or other information revealed. Candidates are selected for interview based on their skills, qualifications and experience.

A DBS Check is only requested after a thorough risk assessment has indicated that one is both proportionate and relevant to the position concerned. For those positions where a DBS Check is required, all application packs will contain a statement that a Check will be requested in the event of the individual being offered the post.

Details of criminal records must be sent under separate, confidential cover with your application form. We guarantee that this information will only be seen by those who need to see it as part of the recruitment process.

All those involved in the recruitment process have been suitably trained to identify and assess the relevance and circumstances of offences. At interview, an open and measured discussion will take place on the subject of any offences or other matter that might be relevant to the position.

Criminal records will be taken into account for recruitment purposes only when the conviction is relevant. Having an "unspent" conviction will not necessarily bar you from employment. This will depend on the nature of the position and the circumstances and background of your offences. However, any "unspent" convictions, which are not declared and subsequently revealed, may result in dismissal.

Under the Rehabilitation of Offenders Act 1974, a conviction will become "spent" (i.e. treated as if it had not occurred) where the individual has not, after a specified period of time, committed another serious offence.

Rehabilitation periods vary depending on the type and length of conviction originally incurred.

Severn Hospice has a legal obligation to protect vulnerable client groups from people who have committed serious offences, and as such meets the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974. All applicants who are offered employment in a post that falls into this category will be subject to a Disclosure Barring Service Check, before the appointment is confirmed. This will include details of cautions, reprimands or final warnings, as well as convictions, including "spent" convictions and where the post is subject to an Enhanced Check, other relevant non-conviction information, such as police enquiries and pending prosecutions will be included.

Severn Hospice is committed to compliance with the Disclosure Barring Service's Code of Practice for Registered Persons and other recipients of DBS information.

A copy of the Hospice's Equality and Diversity Policy is available upon request.

Severn Hospice

EQUAL OPPORTUNITIES APPLICANT MONITORING FORM

To help us ensure the effectiveness of our Equality and Diversity Policy **please complete this form, seal it in a separate envelope, and return it with your application form.** This will ensure that the appointing officer responsible for shortlisting or interviewing does not see the monitoring form before an appointment is made.

Post applied for

Full name of applicant

Date of birth (age)

• **Gender**

- Do not wish to disclose
- Male Female Transgender

• **Sexual Orientation**

- Do not wish to disclose
- Heterosexual / Straight Bisexual Gay / Lesbian
- Any other sexual orientation – please specify

• **Religion or Belief**

- Do not wish to disclose
- Baha'i Buddhist Christian Hindu Jain Jewish
- Muslim None Pagan Sikh Zoroastrian
- Any other religion or belief – please specify

• **Ethnic Group**

- Do not wish to disclose

White

- English, Welsh, Scottish, Northern Irish, British Irish Gypsy or Irish traveller
- Any other White background – please specify

Mixed / multiple ethnic group

- White & Black Caribbean White & Black African White & Asian
- Any other mixed background – please specify.....

Asian / Asian British

- Indian Pakistani Bangladeshi Chinese
- Any other Asian background – please specify

Black / African / Caribbean / Black British

- Caribbean African
- Any other Black, Caribbean, African background – please specify.....

Other ethnic group

- Arab
- Any other ethnic group – please specify.....

• **Disability**

- Do you have a physical impairment? Yes No
- Do you have a mental impairment? Yes No

Data Protection Act

I agree that the information given on this form may be processed by the Hospice in accordance with the Data Protection Act, in particular, for the purposes of the equal opportunities monitoring. I agree to the storage of this information on manual and computerised files.

Signature Date

(please tick appropriate box)

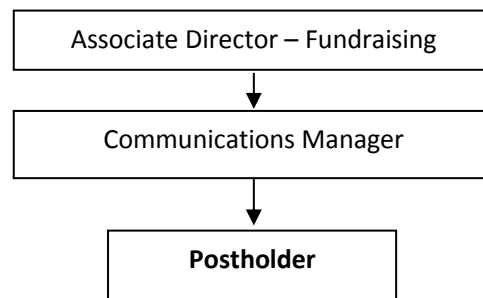
Thank you for completing this form



Graphic Designer Job Description

Post Title:	<i>Graphic Designer</i>
Band:	Band 3: £16,365 - £19,562
Maternity cover	One-year fixed term contract 37.5 hours p/w
Reports to:	<i>Communications Manager</i>
Purpose of the post:	<i>The postholder will provide design and artwork support to assist in the further development of the hospice’s visual brand. You will work on a variety of projects delivering creative and innovative graphic design/artwork for use in hospice promotional materials, printed literature and digital communication. The role will require you to support the internal and external design needs of all hospice departments and teams as directed by the Communications Manager.</i>

Organisation Position



Principal responsibilities

1. To undertake specified design, layout and typesetting projects in a timely manner utilising copy generated by other members of the Communications team, including producing artwork and other visual content for newsletters, leaflets, flyers, posters, adverts, banners and other documents, for use both online, in social media and in hard copy format.
2. To assist in the development of creative briefs for specific jobs.
3. To advise and influence colleagues on appropriate design solutions.
4. To assist the Communications Manager in the continual development of the hospice brand guidelines, ensuring they are being met across the organization, and helping individual departments to produce materials as directed by the Communications Manager.
5. Provide expertise and creative input from the inception stage of design work through to its final production where necessary coordinating work by others.

6. To take a lead role in the manipulation of photographs belonging to the hospice.
7. Proofread to produce accurate and high quality work.
8. To prepare templates for email communications sent out by the Communications team.
9. To support the Communications team in its management of the hospice's intranet, internet and social media presence, for example, but not limited to: advising on layout, content and presentation; producing, where appropriate, such content. .
10. To liaise with other members of the Communications team in order to facilitate the passage of information and ensure that marketing, promotional and publicity aspects of all projects are delivered in an appropriate manner.
11. Design established hospice publications/materials including the Yearbook, staff newsletter and direct mail campaigns, as well as creating design concepts for new projects.
12. Develop skills and stay abreast of software changes, trends and new ideas.
13. Maintain a filing system for images and artwork to ensure good housekeeping.
14. Plan and execute work within agreed budgets, time schedules and priorities.
15. Source copyright-free photography, illustration and graphics for individual projects.

This job description is intended as a guide to the range of duties covered and should not be regarded as inflexible. There is a mutual obligation to modify the description when changes in the work situation occur.

Supplementary Information and Requirements

All new hospice employees are on a three-month probationary period.

Health and Safety

In accordance with Severn Hospice's Health & Safety Policy all employed persons while at work are required by Section 7 of the Health & Safety at Work Act to take reasonable care of their own health and safety and that of others who may be affected by their acts or omissions.

Appraisal

All employees are required to participate in the hospice's appraisal process (permanent contracts only).

Graphic Designer – Person Specification

	Essential	Desirable
<p>Qualifications / Training Level of education necessary</p> <p>Professional and post basic qualifications</p> <p>Specialised training required for post</p>	<ul style="list-style-type: none"> • Graphic Design degree or equivalent demonstrable experience • IT literate (Microsoft Office and Adobe suite) 	
<p>Experience and Abilities Length, type and level of post related work experience required (additional or alternative to qualifications above)</p>	<ul style="list-style-type: none"> • Experience working as a Graphic Designer • Experience of using a variety of creative packages including InDesign, Photoshop, Illustrator and Corel Draw • Experience of producing digital content such as edited video, GIFs and other animation • Brand management and the implementation of brand guidelines • Dealing with print houses and preparing artwork for external print • Experience of checking and correction of proofs • Ability to prioritise and work under pressure to tight deadlines • Experience in online design • Basic knowledge of HTML and New Media (producing e-newsletters) 	<ul style="list-style-type: none"> • Experience in the voluntary sector • Experience working with volunteers • Experience of working on direct marketing campaigns
<p>Skills & Knowledge Range and level of skills</p> <p>Depth and extent of knowledge required</p>	<ul style="list-style-type: none"> • In depth working knowledge of Adobe design packages, including video editing • Thorough knowledge of a wide range of graphic design techniques • Strong organisation and planning skills • Excellent communication skills both written and oral • Strong attention to detail • Ability to work on own initiative • Good working knowledge of the English language for proof-reading • Knowledge of photography and ability to take pictures for Severn Hospice content • Good knowledge of web design programmes and film-making packages 	<ul style="list-style-type: none"> • Understanding of the work of Severn Hospice • Knowledge of fundraising • Ability to produce rough sketches to demonstrate ideas • Working knowledge of data protection and copyright laws

Personal Qualities, Aptitudes and Attributes	<ul style="list-style-type: none"> • Strong interpersonal skills • Team player who also has the ability to work on their own • Creative thinker and multi-tasker with a 'can do' attitude • Empathy with the cause • Calm under pressure • Professional approach • Ability to listen to and understand information and ideas presented through the spoken word and written briefs 	<ul style="list-style-type: none"> • Good sense of humour
Other requirements	<ul style="list-style-type: none"> • Willingness to work outside agreed hours occasionally • Willingness to train and learn new skills 	