



Bicton Heath, Shrewsbury, SY3 8HS

Re : Graphic Designer – 12 month fixed term contract

This application pack contains the following information regarding the above-mentioned post:

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

Having read the enclosed information, your completed application form should be returned to me at the address above, to arrive no later than 11th December with interviews taking place on Tuesday 22 December.

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 Lewis
HR Manager

Severn Hospice

Graphic Designer

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 6 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 up to £25,000 per annum pro rata depending on experience.

Salaries are paid monthly by credit transfer to a bank or building society account.

6. HOURS OF WORK

22 hours per week normally to be worked

8.45am-5pm Wednesdays

8.45am-5pm Thursdays

9am-4pm Fridays

7. HOLIDAY

Full time holiday entitlement is 26 $\frac{1}{2}$ hours holiday per year (including public holidays).

8. NOTICE

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

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.

EQUALITY AND DIVERSITY MONITORING FORM

Severn Hospice wants to meet the aims and commitments set out in its Equality and Diversity Policy. To assist the Hospice in meeting this aim, we need to monitor the equality and diversity profile of the workforce. We also need to ensure that we fully comply with the Equality Act 2010. The Act sets out 9 'protected characteristics' – age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.

This form is voluntary and will not be used as part of the selection process nor will it be seen by anybody who is interviewing you. The information collected is only used for monitoring purposes in an anonymised format to assist the organisation in analysing the profile and make up of individuals who apply, are shortlisted and appointed to each vacancy. Should you not wish to complete this form your application will not be prejudiced in any way.

Please can you complete the form and mark the box with an 'x', where applicable. Please place in a sealed envelope separate to our application form.

First Name:		Surname:	
Date of Birth:		Position applied for:	

Are you married or in a civil partnership?

Yes		No		Prefer not to say	
-----	--	----	--	-------------------	--

ETHNICITY

White	British	
	Irish	
	Gypsy or Irish Traveller	
	Any other White background (please specify)	
Mixed/ Multiple Ethnic Groups	White and Black Caribbean	
	White and Black African	
	White and Asian	
	Any other Mixed/multiple ethnic background (please specify)	
Asian or Asian British	Indian	
	Pakistani	
	Bangladeshi	
	Chinese	
	Any other Asian background (please specify)	
Black/African/Caribbean/Black British	African	
	Caribbean	
	Any other Black background (please specify)	
Other Ethnic Groups	Arab	
	Japanese	
	Any other ethnic group (please specify)	
Prefer not to say		

AGE

Under 16		35-39		55-59	
16-24		40-44		60-64	
25-29		45-49		65+	
30-34		50-54		Prefer not to	

RELIGION AND BELIEF

Buddhist		Jewish	
Christian		Sikh	
Hindu		No religion or belief	
Muslim		Prefer not to say	

GENDER

Male		Female		Transgender		
					Prefer not to say	

SEXUAL ORIENTATION

Heterosexual		Lesbian		Gay		Bisexual			
								Prefer not to say	

DISABILITY

A disabled person is defined in the Equality Act 2010 as someone with a physical or mental impairment that has a substantial and long-term impact on their ability to carry out day to day activities. Examples are: mobility, manual dexterity, speech, hearing, seeing and memory.

The definition also covers HIV, Multiple Sclerosis and Cancer from the time of diagnosis, and progressive conditions from the point at which they have an impact on day to day activities.

The Hospice will consider making such adjustments as are reasonable in compliance with the Equality Act 2010.

Having read this do you consider yourself to be covered by the definition?

Physical Impairment	Yes		No		Prefer not to say	
Mental Impairment	Yes		No		Prefer not to say	

DECLARATION

The information you provide on this form will be used in anonymised form for the Hospice to internally record and monitor its progress against a number of indicators of workforce equality.

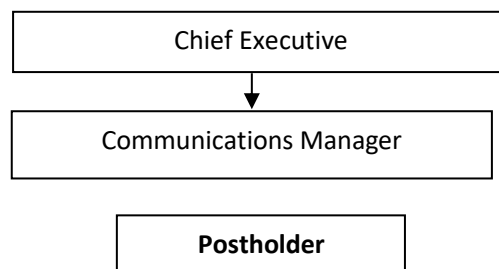
I agree to the use of my personal information as explained above

Signature:	Date:
------------	-------

Graphic Designer Job Description

Post Title:	<i>Graphic Designer</i>
Salary:	Up to £25,000 pro rata
Maternity cover	One-year FTC, 22hrs 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 organisation, 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 such as a yearbook, 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 6-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, as well as Microsoft Office applications (Word, PowerPoint and Publisher). 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 proofreading 	<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

	<ul style="list-style-type: none"> • Knowledge of photography and ability to take pictures for Severn Hospice content • Good knowledge of web design programs and film-making packages 	
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 	