

## JOB DESCRIPTION

APPENDIX C

Before completing this form, please read the BTP 'Guide to writing job descriptions for Police Staff roles' Appendix B to the SOP.

### A. POST DETAILS:

Job Title:	Senior Designer	Current Grade:	B001
Department:	Corporate Communications	Area:	FHQ
Reports To:	Head of Campaigns & Marketing	No of Posts:	1
Level of vetting:	BV	Post Number:	A103445

### B. PURPOSE OF THE POST: *Why the post exists and what it has to achieve*

- The Senior Designer leads and manages all design projects for BTP
- Overall BTP brand guardian, ensuring all use of BTP's brand both internally and externally is professional and within the brand guidelines
- Deliver design solutions that have high visual impact and direction in order to raise BTP's profile, and to build its creative and policing reputation
- Concept, design and produce innovative, campaign, marketing and engagement materials - with clear creative strategies, fulfilling BTP brand values and business objectives
- Provide a high quality competitive and cost effective service for both internal and external customers
- Place and manage any work being undertaken by specialist external contractors, ensuring objectives of engagement are met and are within budget
- Infuse the BTP brand story throughout all visual communications ensuring BTP values, identity and reputation are well managed and portrayed to the highest standard

### C. DIMENSIONS OF THE POST *The key statistics associated with the post*

#### Financial – Direct or Non-Direct

Non-direct, however:

- Familiarity with budgets and expenditure will be required as the Senior Designer is responsible for managing and negotiating each projects external production costs, consistently ensuring the most cost effective solution.
- Responsible for negotiating external advertising, print and production costs for other departments.
- Identify opportunities for savings and efficiencies

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**Staff Responsibilities – Direct or Non-Direct**

- Mentor the **Creative Content Officer** - on print production processes to ensure all campaign material requests are delivered on budget and on time throughout the Force
- Support those members of the Corporate Communications team responsible for publications so they produce high quality products, for example digital stakeholder publications
- Ensuring team members are brand aware and compliant in use of the BTP name and identity when working with other agencies

**Any Other Statistical Data**

**D. PRINCIPAL ACCOUNTABILITIES:** *What the job is accountable for and required to deliver*

***Provide a design and production service for publicity, campaigns, display advertisements, exhibitions, publications***

- Provide BTP with a full print and digital **design and production** service for:
  - all publicity materials including; media advertising, poster advertising, publications, visual aids, exhibitions, signage, annual reports etc
  - press and magazine display advertisements and arrangement of advertising schedules, taking responsibility for media bookings and negotiating discounts
- Turn dry business messages into engaging visually appealing and above all persuasive material
- Produce and design content for digital outdoor advertising and all social media channels
- Content production for our website and our internal intranet
- Advise departments on all aspects of design, taking full ownership of design and manufacture of specialist material where necessary
- Manage and art-direct photo/video shoots on a variety of scales

***Manage design requests to provide the highest quality design service***

- Creatively direct, design, develop and implement BTP's corporate identity, including the monitoring of design standards, across all areas of visual communication, i.e. advertising, branding, identity, literature, web and digital design
- Take briefings from internal and stakeholder clients, challenging, questioning and influencing as appropriate
- Develop new areas of work by proactively seeking new ways to meet the needs of departments in all publicity and design matters
- Manage and control clients budgets on projects, to ensure delivery is on time and budget
- Manage large volumes of multiple strand projects, implementing high quality control checks at each stage

***Provide a graphic design and artwork service to departments and stakeholders***

- Project manage all design work from concept through to print/digital or final deliverables
- Produce high quality PowerPoint presentations, on behalf of senior members of BTP
- High level of experience in digital animation production
- Place and manage work to be undertaken by specialist contractors
- Ensure detailed specifications are prepared and sufficient quotations and estimates are received for the process of evaluation before choosing a suitable contractor
- Monitor and resolve timescales for completion of work in conjunction with client/stakeholder
- Arrange for specialist printing to be done by suitable contractors
- Resolve issues and problems by liaising with the relevant people
- Provide final pre-press checking to all design work before going to print – ensuring all files are print ready and correct for the relevant print process involved
- Provide a digital design service
- Provide expert advice to BTP staff on specialist software and graphics technology, with ability to influence clients/stakeholders on the costs and benefits
- Work with Welsh translation companies, in design and typesetting on bi-lingual publications
- Advise departments on paper and print buying to ensure quality control and value for money
- Provide consultancy and advice to departments on issues of publicity, corporate identity and design related matters

***Provide best design practice***

- Influence on design and visual communications on at all levels; with high exposure to senior BTP

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management and externally at senior stakeholder level

- Think strategically and creatively with strong analytical skill
- Judge the quality and effectiveness of requested communications through best practice and own expertise
- Participate in the ongoing development, implementation and monitoring of the BTP brand
- Actively share feedback across the team on a regular basis on publicity and design, in order to develop a culture of communicating both positive and constructive criticism that will serve to improve overall design practice
- Effectively communicate how best practice in design and marketing can change and improve working practice by highlighting ineffective ways of working both within and outside the department
- Engage in activities in order to continually develop oneself and maximize personal contribution to the role through attending CPD and/or design events to stay current with creative and marketing trends

**E. DECISION MAKING:**

**Make decisions**

- Provide effective creative leadership with the ability to make sound and accurate decisions on own initiative and influence final decision makers by the provision of a sound business case for consideration
- Take responsibility for cost-cutting initiatives both within own service area and across other departments to ensure the effective and efficient use of budgets to meet BTP's objectives

**Significant say in decisions**

- Contribute to decision making within the Corporate Communications department and strongly influence decisions on visual communications outside the department by providing options demonstrating pros and cons to enable clients to make an informed decision

**F. CONTACT WITH OTHERS:** *The frequent contacts the post holder has with others and for what purpose*

**Internal**

- Working with senior officers and department managers – providing design solutions, giving presentations, attending meetings and imparting expert advice, knowledge and influence.
- Serve as the 'go to' person in the Force concerning matters in relation to visual brand

**External**

- All stakeholders, Train operating companies – e.g. Transport for London, Network Rail etc; other police forces, external design agencies, printers, photographers, contractors/suppliers, newspapers, magazines, advertisers, trade and national media

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**G. REQUIREMENTS:** *The skills, knowledge, experience, qualifications and training required to perform the job.*

**Essential Criteria:**

**Qualifications and Training:**

- Educated to Degree level in design
- Excellent working knowledge of graphic design methodologies and practice
- Portfolio of work which illustrates your skill and versatility as a designer
- Full video production skills: storyboarding, directing, filming, editing, subtitling, effects etc.
- Animation production
- Advanced computer skills in working with various design software packages
- Advanced - InDesign
- Advanced - Illustrator
- Advanced – Photoshop
- Premiere (desirable)
- FTP applications
- Acrobat Pro

**Experience:**

- A minimum of five plus years design experience – preferably within both an agency and an in-house environment
- Experienced in complex project management
- Experienced in implementing corporate identity and working with large blue-chip brands
- Demonstrable experience of creating high-impact publicity materials
- Solid advertising design and marketing experience – on all levels from large scale to small scale campaigns
- Expert in managing print production and print buying along with good business and financial skills
- Experienced in UI (user interface) and web design
- Experienced in working and guiding a team on a concept - taking a collaborative, proactive approach
- Experienced in managing other designers (required for any external agency work)
- Experienced in working closely with and influencing senior management in organisations
- Experienced in managing, directing, producing photoshoots and taking professional photos

**Skills:**

- Creative leader and strategic thinker
- Outstanding design, creative and typographic skills
- Proven photographic skills
- Highly organised at managing multiple project timelines effectively respecting BTP culture and skill and knowledge of others
- Outstanding communication skills working to a high level for different audiences via different mediums
- Ability to manage a diverse workload, leading and delivering a range of complex projects, tasks and activities
- Ability to think strategically, both in the long term and in thinking about the overall objectives of BTP
- Practical problem solver, able to quickly and effectively deal with issues
- Resilience when facing conflicting deadlines able to deal effectively with changing requirements
- A strong visual sense, including a comprehensive knowledge of the differing needs of print and online channels
- Ability to provide clear and unambiguous advice on complex issues, simplified by avoiding the use of jargon
- Creative abilities – producing creative ideas for generating positive coverage through publicity and design
- Proven ability to build and maintain close working relationships with key stakeholders
- Ability to influence at all levels of the organisation – and able to raise matters to be constructively evaluated
- Strong presentation skills
- Ability to process and analyse a broad range of complex data quickly and effectively
- Dedication to delivering a high quality service with proven quality control standards and processes
- Strong team working ethos
- Consistently positive attitude to change

**Knowledge:**

- Extensive knowledge of brand identity, market positioning and strategy
- In depth knowledge and understanding of the design and production process and timelines involved
- Solid knowledge of the print process, costs involved – paper, inks, finishes etc
- Knowledge gained from working on large scale successful campaigns
- Fully familiar with the concept of target audience awareness

**Desired Criteria:**

**Qualifications and Training:**

- Evidence of ongoing and relevant professional development
- Multi channel campaign experience – desirable
- Qualification in project management – desirable
- AfterEffects – desirable
- Familiar with CMS systems

**Knowledge:**

Some knowledge of policing or the rail transport sector - desirable

**H. ANY ADDITIONAL INFORMATION:** *Information relevant to the role, including any particularly challenging/ difficult aspects of the job. If competencies have been developed for this post, these can be listed here.*

**I. AUTHORISATION DETAILS**

Prepared By:	Allison Potter-Drake/Amy Lees	Date:	19 October 2018
Area Commander /FHQ HoD:	Allison Potter-Drake	Date:	5 November 2018
Evaluation Panel:	Pauline Okirie	Date:	11 January 2019

**REWARD**