



United Synagogue Job Description

Job Title:	Graphic Designer and Brand Lead
Department:	Communications
Location:	North Finchley, London
Salary:	£31,000 per annum
Benefits:	20 days holiday, plus Statutory Bank Holidays (pro rata) & Jewish festivals when they fall on your normal working day Childcare Vouchers Auto enrolment Pension
Reports to:	Director of Communications
Hours:	Part time. 3 or 4 days a week, depending on the candidate. It is envisaged that the time will be split over Monday-Thursday or equivalent. Our regular working hours on those days are 9 am to 5 pm.

Job Purpose:

We're looking for someone to shake things up. You will be an excellent graphic designer, able to produce strong artwork for a range of marketing materials as required. These might include traditional print items such as brochures, leaflets, posters, newsletter, press adverts and banners, but also new media such as an Instagram campaign.

But in addition to this you will own the United Synagogue brand and help us build brand presence. You will conduct an audit of our brand and make recommendations to refresh our brand guidelines. You will help colleagues understand what a brand conveys and work with them to develop content which cuts through. You will help us deepen our engagement with our members, prospective members and the wider Jewish community.

You will be efficient - in the past 12 months alone we produced more than 300 pieces of collateral (don't panic, we sometimes brought in external support). You will also be confident challenging the norm, asking colleagues, for example: do we really need a physical poster to promote this event? Would a social media campaign not be better?

Key Tasks, Responsibilities of the post

- To produce artwork for marketing material as required, including brochures, leaflets, posters, newsletters, banners and press adverts

- To design content for social media-led campaigns, and to repurpose traditional print artwork for use on web and social media.
- To be the Brand Lead for the United Synagogue, helping colleagues and senior leaders understand the purpose and potential of a brand
- To deepen the United Synagogue's brand presence in the Jewish community
- To deepen our brand engagement with current members
- To run an audit of the United Synagogue brand and make recommendations to fresh our brand guidelines
- To meet regularly with the Production Manager to determine weekly design priorities
- To complete projects to agreed timelines
- To engage and respond to key project stakeholders on concepts and artwork
- To ensure that brand and technical standards are adhered to - and to know when to break the brand and why
- To ensure all artwork is labelled correctly and methodically; to save final artwork with and without bleeds and send to the Production Manager for filing and print
- To keep up-to-date with the latest software design and trends

Generic other duties

You must:

- Be committed to the aims of the United Synagogue and act as an ambassador for the organisation.
- Comply with The United Synagogue's policies and procedures and code of expectations.
- Bring to the attention of senior staff any health and safety requirements which become obvious. In the event of any immediate danger, to take the appropriate action to reduce risk to physical danger to employees, members, contractors, volunteers, children, parents, visitors or staff.
- Work collaboratively with other colleagues across the organisation to ensure the United Synagogue can achieve its vision, mission and strategy.
- Undertake appropriate training as requested by your line manager in conjunction with the Human Resources Department. And be committed to own continuous professional development.
- Carry out any other reasonable duties as requested by the Chief Executive or other designated senior staff.
- Undertake such other duties that occasionally fall within the purpose of the post.
- Maintain high levels of discretion and confidentiality at all times.

This job description and person specification is not prescriptive; it merely outlines the key tasks and responsibilities of the post. The key tasks and responsibilities are subject to change. Any changes will be made in consultation with the post holder. This Job Description is subject to alteration in response to changes in legislation or The United Synagogue's operational procedures.

Person Specification

1. Experience

Essential:

- A strong portfolio of published design work for both print and online which demonstrates your experience
- Experience in writing or refreshing brand guidelines

Desirable:

- Experience developing brands in an organisation or as a freelancer advising an organisation
- Using Hebrew in design work
- Experience in a customer, membership or equivalent role, deepening their brand engagement
- Experience working in social media campaigns

2. Skills and abilities

Essential:

- Fluent in Adobe InDesign, Photoshop and Illustrator
- Superb design and typography skills
- Ability to design and deliver creative concepts
- Understanding of what makes a brand and how to develop it
- Proficient in use of social media platforms and an ability to take a strategic approach to this area
- Excellent interpersonal communication skills
- Good knowledge of Jewish customs and practices
- Meticulous attention to detail
- Able to deal with conflicting demands and people's differing priorities
- Ability to work well both within a team and independently
- Ability to multitask and prioritise accordingly

Desirable:

- Ability to read and type Hebrew
- Relevant qualifications in the field of design and/or graphic design
- Knowledge of web design software
- Knowledge of the United Synagogue

3. Quality and operational standards

Essential:

- Ensure work is produced at a high standard and meets the department's key performance indicators
- Report on key performance indicators to the Communications Director monthly