Mid-Weight Graphic Designer / Web Developer
Introduction

As a member of the Commercial Services team, you will be a key contributor in supporting our section to provide essential income and to support the University’s key objectives. The services we provide underpin values that will enhance the ‘student experience’, whilst being profitable and sustainable.

We work in an all-inclusive environment where the word ‘team’ is part of our culture. We provide an excellent benefits package supporting market led terms and conditions of employment. We are committed to ‘Investors in People’ and this is demonstrated by providing an open door policy giving access to the Management Team from all levels of the organisation.

We wish you well with your application.

Mission and Values

At YCL our mission is to provide the highest standard of customer satisfaction, value for money and quality of product within a friendly and helpful environment.

Our values are:

Trust - We will place trust in you to do your job and do it well
Respect - We will respect you and expect you to respect your colleagues and customers
Unique - We are all unique and diverse and we embrace this
Enjoy - We strive to make work an enjoyable place, you should too!

Design and Print Solutions

Design and Print Solutions is a commercial design and print business based at, and wholly owned by, the University of York. We offer everything from branding and web design, to high volume photocopying and colour commercial printed products from business cards to banners. The core of our customer base is University of York departments, and with recent investment, the business is growing its portfolio of external customers. We offer excellent service and quality whilst providing the University and local businesses with value for money. We pride ourselves on our hard working friendly team and are part of the larger YCL portfolio of businesses. All our profits are reinvested in the University of York.
YCL

YCL is a wholly owned subsidiary company of the University of York. YCL was formed in 2012 with the overall aim to deliver a profitable service and provide essential income to the University.

There are a number of commercially focussed sections which make up YCL including, Catering, Campus Nursery, York Sport, Design and Print Solutions, York Conferences, Retail Services, York Science Park and support teams including, Human Resources, Central Administration and Marketing.

YCL is continuously looking for new ways to support the University. In 2017/18 we opened a new retail store and catering outlet for the use of students, staff, visitors and the general public.

YCL was awarded Investors in People Silver in 2014.

Benefits Package

- 38 days annual leave including 8 bank holidays (pro rata)
- Pension scheme
- Concessions rates at York Sport Village and Centre
- 10% off campus NISA supermarkets
- Discount scheme with local restaurants, retail and traders
- Salary sacrifice schemes including cycle to work, and campus nursery
- Discount scheme with national retailers and services
- Discounted personal postage rates

The University

Founded on principles of excellence, equality and opportunity for all, the University of York opened in 1963 with just 230 students. In 2019 it is the home of more than 18,000 students. The University is one of the world's leading universities and a member of the prestigious Russell Group.

An Attractive Place to Work

Centred around the picturesque village of Heslington on the edge of the city of York, the campus offers a wealth of facilities, including bars, gyms and shops.

The University has undergone an unprecedented period of expansion and renewal. Since 2000 they have invested in 20 new buildings on the original campus and have completed the first and second phases of a £750m campus expansion.

During this period of change YCL has also grown to support the growth on campus. We have worked hard to retain our friendly, informal atmosphere and believe strongly that work should be an enjoyable place to be.
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<thead>
<tr>
<th>Salary:</th>
<th>£20,817.05 per annum</th>
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<tbody>
<tr>
<td>Grade:</td>
<td>B2</td>
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<tr>
<td>Hours of work:</td>
<td>37 per week (Full time)</td>
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<td>Contract type:</td>
<td>Open</td>
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<td>Reporting to:</td>
<td>Head of Design &amp; Print</td>
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<tr>
<td>Location:</td>
<td>University of York, Heslington, York, YO10 5DD</td>
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**Main purpose of this role**

A creative designer, producing designs for a wide range of print and digital projects, including branding, magazines, brochures, conference materials, event media, digital screens, and web-based graphics.

Working with our senior designer to create, build and maintain a variety of hosted websites

Working on designs for YCL/ Commercial Services and other clients including University of York departments and other external clients.

**Key responsibilities and duties**

- To produce design work from the initial enquiry through to final design and artwork.
- To ensure accuracy in all aspects of the work from initial designs to sign off.
- To work on briefs set by the Marketing Coordinators, Design Studio Manager or Senior Graphic Designer/Web Developer and Designer (SGWD).
- To meet with clients, taking design briefs (including job scope, budget, timescales and background information) and then implementing them.
- To work within brand guidelines.
- To create inspiring and innovative ideas for clients; understanding and implementing branding, layout, colour theory and typography.
- Design and build responsive websites
- Research and implement new technology to ensure we are at the forefront of digital innovation.
- Create and implement digital processes and ensure they are consistently upheld.
- Provide technical support to web clients.
- Maintain the security and integrity of existing websites in the portfolio.
- To liaise with third party back end web support partners
- To liaise with Print Solutions and external printers as and when required to discuss job requirements, proofs and delivery.
- To work on multiple jobs in a fast-paced environment, prioritising work to hit client deadlines.
- To develop good working relationships with clients to provide great customer service.
- To ensure SLAs and studio procedures are maintained.
- To maximise opportunities for upselling or cross selling.
• To maintain and keep up to date Design Solutions’ portfolio of work and to feed through updates for the website to the SGWD.

• To regularly check the Design Solutions’ website and provide updates to the SGWD where necessary.

• To provide the Design & Print Coordinator regular social media portfolio material to advertise Design Solutions.

• To support Print Solutions’ web based systems with technical input and advice.

• Drive improvement and innovation by staying up to date with current industry standards and new and emerging trends.

• Liaise with Subject Matter Experts to clarify requirements.

Other Requirements for the post holder

• To attend meetings and training courses as and when required.

• To carry out other duties that are within the scope of the job as and when required.

• Dedicated to personal and professional development of self and other members of the team.

Liaises with:

• Design Studio Manager

• Senior Graphic Designer/Web Designer and Developer

• Design, Print and Web Administrator

• Marketing Coordinators

• Print Solutions and external printers

• Clients including other YCL sections, departments within the University of York and external clients.
# CANDIDATE SPECIFICATION

<table>
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<tr>
<th>QUALIFICATIONS</th>
<th>ESSENTIAL</th>
<th>DESIRABLE</th>
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<tbody>
<tr>
<td></td>
<td>Qualified to degree level or equivalent industry qualifications or experience</td>
<td>Qualified to HNC, HND or BA in Graphic Design.</td>
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<tr>
<th>KNOWLEDGE</th>
<th>ESSENTIAL</th>
<th>DESIRABLE</th>
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<tr>
<td></td>
<td>Proficient in Adobe Creative Suite</td>
<td>HTML/ SQL/PHP</td>
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<td>Experience with Wordpress and front-end Web Dev software</td>
<td>Coding skills</td>
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<td>Experience of most mainstream Microsoft office programmes</td>
<td>Server maintenance skills</td>
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<td></td>
<td>Experience of designing for print and/or digital (inc website design)</td>
<td>Experience with cPanel,WHM and/or command line Unix operating systems</td>
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<tr>
<th>SKILLS / ABILITIES/ COMPETENCIES</th>
<th>ESSENTIAL</th>
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<td></td>
<td>Excellent written and communication skills.</td>
<td>Problem solving skills</td>
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<td></td>
<td>Able to work as part of a team or independently.</td>
<td>Organisational skills</td>
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<td></td>
<td>Good interpersonal skills, showing an ability to work with a wide range of individuals.</td>
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<td></td>
<td>A good eye for detail.</td>
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<td></td>
<td>Proactive nature.</td>
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## CANDIDATE SPECIFICATION

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<tr>
<td><strong>EXPERIENCE</strong></td>
<td><strong>DESI RABLE</strong></td>
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<tr>
<td>- A minimum of three years’ experience in a design or pre-press environment.</td>
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<td>- Experience of working on long or short-term projects.</td>
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<td>- Experience of proof reading publications</td>
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<td>- Experience of working within brands.</td>
<td>- Experience of interacting with and presenting ideas to clients.</td>
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<th><strong>PERSONAL ATTRIBUTES</strong></th>
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<td>- Able to work alone or as part of a team.</td>
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<td>- Able to keep in step with new design ideas and to progress one’s skills.</td>
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<td>- Able to keep in step with new web developments and progress one’s skills.</td>
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<td>- Good time management skills.</td>
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<td>- Ability to prioritise tasks.</td>
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How to Apply

Online

• Go to https://jobs.york.ac.uk/ycl
• Find the vacancy using the reference
• Complete the online application form

You will need to submit your application by midnight (GMT) of the closing date.

What will I need?

We will ask you for:

• Personal details
• Your employment history
• Relevant qualifications
• Contact details for two referees

You will need to show us how you meet the requirements of the job, either in a written statement and / or by answering questions.

YCL will only recruit individuals who have passed the school leavers age. For further information and confirmation of the school leavers age please visit the City of York Council website.

Applicants aged 18 and under will only be offered a maximum of 20 hours of work a week, and must provide evidence that they are in full or part time education/training, or undertaking work based learning such as an apprenticeship.

Help and assistance

Direct queries to ycl-hradmin@york.ac.uk
01904 328413 / 01904 328424