



## Job Description

<b>Job title:</b>	Graphic Designer
<b>Department / Location:</b>	Feltham Office
<b>Reporting to:</b>	Publications Manager

### Job purpose

- To produce books and materials to be used in the tuition centres, some of which is to be ultimately sold to the general public
- To administer and develop the AE Publications (AEP) website [aepublications.co.uk](http://aepublications.co.uk)
- To create and prepare material for marketing/advertising ensuring brand consistency throughout

### Dimensions

- Responsible for maintaining company branding across all platforms

### Main responsibilities

- Create design solutions for presenting information in Maths, Verbal Reasoning, Non-verbal Reasoning and English titles
- Design, layout and typeset using Adobe Creative Suite for all published materials
- Write and typeset Non-verbal Reasoning questions according to set guidelines
- Produce advertorial and marketing material in conjunction with Brand Manager
- Prepare and brand information booklets used by AE Publications and AE Tuition
- Proofread new materials as required
- Maintain the AEP and AET websites ensuring accurate and relevant information is displayed
- Liaise with the web designer as required
- Undertake project work as directed by the Publications Manager
- Liaise with the Sales & Marketing team re: marketing work
- Ensure brand guidelines are upheld across all platforms and sites
- Assist the Brand Manager with planning product/lifestyle photoshoots
- Perform post-photoshoot creative artwork of photos for use in digital and printed media

### Skills/Competencies

#### Personal Qualities and Attributes:

- Excellent verbal communication skills
- Effective organisational and time management skills
- Ability to multi-task and work under pressure in a fast-paced environment
- Ability to function well as part of a team; demonstrating collaborative approach and appreciation of full team capability
- Compliance with company procedures, rules and regulations and uphold reputation of the company
- Diligent attention to detail and delivering high expectations and standards
- Dependability



- Flexibility
- Honesty and trustworthiness
- Initiative; there is scope to contribute to potential growth of business to dominate across the education publications market
- Ideas and creative thinking
- Computer literacy particularly in using Microsoft Office programs
- High level of skill in the use of Adobe Creative Suite
- Proficient in WordPress
- Preparedness to handle AEP copyright material in a confidential and secure manner
- Positive behaviour strategies and a constructive approach to problems
- Cultural awareness and sensitivity to related issues
- Demonstrate a responsible and committed work ethic, engaging with the aims of the business with enthusiasm and personal energy
- Illustrative skills (*desirable but not essential*)

**Knowledge & Experience:**

- Experience in creative environment where scope for thinking of new ideas is required
- Experience of using Adobe Creative Suite
- Have a working knowledge of WordPress
- Experience of using WooCommerce
- Experience of creative artworking
- Knowledge of branding and marketing
- Knowledge of website design and coding (*desirable but not essential*)
- Experience in animation (*desirable but not essential*)
- Relevant experience in publishing (*desirable but not essential*)
- Demonstrate previous graphic design projects

**Education and Experience:**

- Demonstrate a good level of numeracy and literacy equivalent to GCSE (A-C)
- Hold a degree in Graphic Design or similar

To be read in conjunction with Conditions of Employment.