

# Designer and Visual Brand Specialist - Job Description

## Role information

Department:	Communications
Job Title:	Designer and Visual Brand Specialist
Grade:	E
Responsible to:	Head of Group Marketing Communications
Date:	March 2026

## Purpose of the job:

To provide a creative and effective brand compliant graphic design service for the Family Fund Group. This will include developing concepts, in partnership with teams across the group, and producing impactful graphic design work across a range of marketing channels, in line with business requirements, budgets and timescales.

## Duties and responsibilities

### Role Specific

- Provide creative leadership on graphic design and visual brand identity
- Forge effective working relationships with internal/external clients, providing practical expert advice to help them achieve the best result from commissioned graphic design work
- Work collaboratively with clients to establish the creative brief, including gathering additional information and data through research and proactively making suggestions to improve success rates.
- Effectively interpret wide-ranging clients' needs and develop into creative, practical ideas and design concepts that meet business needs, budgets and timescales. This will

include producing designs for a broad range of communications and marketing channels and campaigns, including (but not exclusively) printed brochures, adverts, posters and leaflets, social media campaigns and digital advertising, corporate reports, exhibition and display products and other designed items as required.

- Lead on design elements of larger, cross-departmental projects, problem-solving to identify solution and gathering information and data through research.
- Think creatively to proactively produce new brand-compliant design ideas, solutions and concepts. Use appropriate specialist technologies, including Adobe Creative Suite, to create designs, staying up to date with software advances
- Present finalised ideas and concepts to operational managers and wider customers.
- Liaise constructively with operational management clients to ensure appropriate amendments are made, work is accurately proofed and design projects are brought to completion in a timely way
- Manage printed collateral from end to end. This will include setting up print-ready artwork files, gathering quotes, liaising with printers/fulfilment houses, to maximise value for money while meeting appropriate quality levels and time constraints and proofing final versions.
- When required, instruct and manage external agencies to produce design outputs to Family Fund standards and to brand requirements
- With other colleagues in the Communications Team, act as brand guardian for Family Fund and Family Fund Business Services, promoting the brand and use of the brand guidelines.
- Take responsibility for the visual element of the brand guidelines, with sign-off from Group Head of Marketing Communications, ensuring the visual identity reflects the organisation's personality, guidance on the online brand platform is accessible and up-to-date, and colleagues have the templates and other resources they need to maintain brand compliance. Mentor communications and (where appropriate) other staff in basic design principles to enable effective use and continuity of brand.
- Work with ICT to ensure Macs and required software are kept updated and maintained correctly to ensure smooth functioning. Maintain a catalogue of archived design work for use by the communications team.

## **General**

- Build and maintain a strong understanding of the context in which Family Fund works, to inform the tone and content of graphic design work
- Be an ambassador for the Family Fund brand by ensuring all materials produced meet Family Fund's brand guidelines, accessibility standards and tone of voice guidance
- Ensure all family data is used in a way that is consistent with information governance legislation and internal policies
- Contribute to the smooth running of the Communications Team by contributing positively to team meetings, planning sessions and continuous improvement
- Perform other appropriate duties as required by senior management

# Person specification

Department: Communications

Job Title: Designer and Visual Brand Specialist

## Experience

### Essential

- Significant experience of working as a graphic designer, producing customer-facing work for both online and offline channels
- Demonstrable experience in producing highly creative and impactful design products, from concept through to finished design
- Experience of working to a brief and producing design work within budget and deadlines
- Experience of commissioning print in line with budgets and timescales
- Experience of developing and maintaining brand guidelines

### Desirable

- Experience of working on charity or not-for-profit brand
- Experience of developing designs to support fundraising activity
- Experience of working on the Apple operating platform

## Skills, knowledge, and abilities

### Essential

- Client management/consultancy skills
- Excellent graphic design skills and ability to develop and apply brand and creative concepts across a range of marketing materials
- A high degree of expertise in using Adobe Creative Suite (particularly InDesign, Photoshop and Illustrator) to produce graphic design work
- Illustration skills

- Practical knowledge of print production and ability to commission and manage print delivery end to end.
- Excellent communication and presentation skills, and the confidence to explain and sell ideas
- Ability to problem-solve and think innovatively
- Accuracy, attention to detail, and proof-reading ability

### **Desirable**

- Photography skills
- Animation skills
- Video editing skills
- Charity design experience

## **Education/training**

### **Essential**

- Design related qualification or equivalent evidenced experience.

### **Desirable**

- Evidence of continuous professional development

## **Personal attributes**

### **Essential**

- Clear and open communicator
- Able to work confidently and constructively with people at all levels
- Creative and problem-solving
- Highly organised, and able to deal with multiple projects at the same time
- Able to work at pace, often under pressure and to tight deadlines
- Able to work proactively on own initiative and as part of a wider team
- Flexible, adaptable and able to work in changeable circumstances

- Commitment to client service and achieving results
- Commitment to Family Fund's values
- Commitment to equity, diversity, inclusion and fairness for all
- Commitment to safeguarding

## Desirable

- Understands the impact of disability and poverty on family life