

## Job description

<b>Job title</b>	Senior Graphic Designer
<b>Department</b>	Department for Design and Innovation
<b>Location</b>	London, UK
<b>Reporting to</b>	Marketing and Communications and External Engagement Communications Managers
<b>Responsible for</b>	N/A
<b>Liaison with</b>	Communications Managers, Directors, programme staff, external suppliers
<b>Hours</b>	Full time, 35 hours per week
<b>Type of contract</b>	Maternity Cover (up to 12 months)
<b>Organisation</b>	
<p>Options Consultancy Services Limited is a leading global health consultancy established in 1992 as a wholly owned subsidiary of Marie Stopes International. We manage health programmes that ensure vulnerable women and children can access the high quality health services they need. We work with partners to co-create and implement locally informed solutions to complex health problems. This includes governments, development partners, NGOs, civil society and health workers. Our programming is flexible, evidence-based and politically informed. This means we adapt to changing contexts, use data to inform our decisions and ensure our approach is appropriate. Our focus is always on building local skills and systems that last.</p>	
<b>Main purpose of job</b>	
<p>The Options in-house designer will be responsible for leading the design and production of high quality products and materials, for both digital and print, and come up with new design ideas for our existing templates in line with the Options brand guidelines and raising our profile as a global health innovators.</p> <p>They will be the principle graphic designer, providing design expertise and advise to programmes and teams across Options. They will be able to translate complex and detailed data into engaging and easy-to-understand visuals, appropriate for a variety of audiences.</p> <p>They will lead on developing a visual identify for Options' new innovation work and help place our brand among key audiences. This would involve drawing on examples from other organisations in other sectors (e.g. start-up/innovations/private space) and developing visual assets for our knowledge products and marketing materials.</p> <p>The post holder will be part of Options' Communications Unit and work closely with the Marketing and Communications Manage, and the External Engagement Communications Manager.</p>	

## Main duties

### Support to organisational communications and marketing

- Develop new design ideas for our marketing products and templates
- Lead the design and production process for marketing and communications materials, both digital and print, working closely with the Communications Managers
- Work with the Communications Unit to ensure systems and processes for design requests are implemented company wide
- Support the Communications Managers to standardise design across the organisation by developing templates and visuals for all staff to use
- Ensure brand consistency and provide quality assurance for external-facing products (print and digital), developed by teams across Options
- Provide design expertise and knowledge for the development of new communications tools and products (digital and print)
- Where needed, help develop client briefs for externally-sourced projects
- Provide design support to the New Business and Partnerships team as required. This is likely to include the design of diagrams and visualisation of data and ideas for specific business development purposes.

### Programme support

- Ensure programme brands are aligned and compliment the Options brand, coming up with new design ideas for how to present our expertise and knowledge products
- Lead on the design for externally-facing programme materials, ensuring Options and programme branding is aligned to both raise Options' visibility and highlight the programme name and mission
- Provide design expertise and knowledge for the development of new programme branding
- Where required, create specific programme templates for teams to use (e.g. PowerPoints, posters, reports)

### Design and Innovation

- Provide creative direction and lead on developing a visual identity for Options' new innovation work.
- Provide design expertise and knowledge for the development and visualisation of new products and tools
- Create high quality visuals and infographics to communicate complex thinking and technical ideas
- Contribute to the strategic thinking of the marketing of new innovation tools and products

Note: this job description reflects the present requirements of the post. As duties and responsibilities change and develop the job description will be reviewed and be subject to amendment in consultation with the job holder.

**Signed by:**

**Date:**

## Person specification

Criteria	Essential	Desirable
<b>Qualifications</b>		
Professional qualification or degree in a relevant subject	✓	
<b>Experience</b>		
<ul style="list-style-type: none"> <li>• Experience translating complex data into easy to understand and engaging visuals</li> <li>• Experience developing brand assets and logos</li> <li>• Web design/HTML/CSS design experience</li> </ul>	✓  ✓  ✓	
<b>Skills and attributes</b>		
<ul style="list-style-type: none"> <li>• Excellent Adobe Suite design skills</li> <li>• Strong creative flair offering ideas and inspiration</li> <li>• Hard working and conscientious with an eye for detail</li> <li>• Ability to manage own workload and flexible to adapt to changing demands</li> </ul>	✓  ✓  ✓	✓
<b>Other requirements</b>		
Pro-choice	✓	
Commitment to equal opportunities	✓	
A commitment to the programme's and Options' principles of Safeguarding, Do No Harm, and to comprehensive sexual and reproductive health and rights	✓	
Fluency in written and spoken English	✓	