



ST JOSEPH'S COLLEGE

Job Description

Graphic Designer



AMCIS

Admissions, Marketing and Communications
in Independent Schools

2026 IMPACT Awards

Shortlisted - Branding

July 2026

The Opportunity:

The Graphic Designer plays a key role in bringing the St Joseph's College brand to life through high-quality visual communications that inspire, inform and engage.

Working as part of the Marketing & Engagement team, the postholder is responsible for producing creative assets across print and digital channels that support pupil recruitment, reputation-building and community engagement. From prospectuses and admissions materials to digital campaigns, publications and event branding, every piece of work contributes to how the College is perceived by prospective families, current parents, students and the wider community.

Working closely with the Director of Marketing & Engagement, Marketing Campaigns Manager, Content Marketing Lead and Event Planner, this is a hands-on creative role suited to an organised designer with excellent visual judgement, strong technical skills and a genuine passion for brand excellence.



The Environment:

St Joseph's College is an independent school with Christian values that gives students space to thrive. Being part of the St Joseph's community is a one-in-a-lifetime experience. We provide a stable foundation for students and we take happiness very seriously.

At St Jo's we support the intellectual, spiritual, physical and emotional growth of every pupil. We firmly believe that children who thrive are the happiest of all and this creates an environment that is inspirational for staff as well as students.

An energetic and forward-thinking College, St Jo's is a day and boarding school for boys and girls aged 2-19 years.



The Small Print:

Three days per week (22.5 hours), year-round. This is a fixed-term contract for 12 months.

Hybrid working of up to one day per week may be considered, subject to operational requirements and line manager agreement.

Pay Scale: £30,000 to £32,000 dependent on experience
Equivalent to £18,000–£19,200 per annum for 3 days per week (0.6 FTE)

Reports to: Director of Marketing and Engagement



Key Responsibilities

This is a hands-on creative role combining graphic design, brand guardianship, visual storytelling and creative production across digital and printed communications.

Creative Design and Production

Design engaging marketing materials across both print and digital platforms. Produce high-quality creative assets including:

- ✓ Prospectuses and brochures and other printed assets
- ✓ Admissions and recruitment materials
- ✓ Event branding and collateral
- ✓ Social media graphics
- ✓ Digital advertising
- ✓ Presentations
- ✓ Signage and displays
- ✓ Publications and newsletters
- ✓ Internal communications

The successful candidate will translate creative briefs into engaging visual concepts that communicate key messages effectively; and ensure all artwork is produced accurately, on time and ready for print or digital publication.

Brand Guardianship

- Act as a guardian of the College's visual identity, ensuring all communications reflect established brand guidelines
- Maintain consistency across typography, colour, imagery and layout across all marketing materials
- Develop templates and reusable assets that support colleagues in producing consistent, on-brand communications
- Continuously seek opportunities to enhance the visual presentation of the College's brand

Campaign and Content Collaboration

- Work closely with the Marketing Campaigns Manager to develop creative assets that support integrated campaigns
- Collaborate with the Content Marketing Lead to translate stories into engaging visual content
- Support the Event Planner with branding, promotional materials and event collateral
- Contribute creative ideas during campaign planning and content development

Project Management

- Manage multiple design projects simultaneously, balancing competing priorities and deadlines
- Maintain organised design files, templates and creative asset libraries
- Liaise with external printers, suppliers and agencies to ensure high-quality production
- Ensure projects are delivered accurately, efficiently and within agreed timescales

Creative Development

- Keep up to date with emerging design trends, technologies and best practice
- Recommend innovative approaches that enhance the effectiveness of College communications
- Contribute ideas that strengthen the College's visual storytelling and marketing activity

Teamwork

- Work collaboratively across the Marketing & Engagement team to deliver integrated campaigns
- Build positive relationships with colleagues across the College to understand marketing requirements
- Support colleagues with design advice and creative expertise where appropriate
- Take a proactive, flexible approach to meeting the changing needs of a busy marketing department

This job description will be reviewed periodically and may be subject to amendment at any time after consultation with the post holder. It is not a comprehensive statement of procedures and tasks but sets out the main expectations of the College in relation to the post holder's professional responsibilities and duties.

St Joseph's College, as an aware employer, is committed to **safeguarding and promoting the well-being of children and young people as its number one priority**. Robust recruitment selection and induction procedures operate throughout the College and extend to services linked on its behalf.

Person Specification:

	<u>Essential</u>	<u>Desirable</u>
Educational qualifications	• A good standard of education with A-levels or Level 3 qualifications • Relevant design qualification or equivalent professional experience	• Degree in Graphic Design or related discipline • Adobe Certified qualification
Experience	• Proven experience producing high-quality design across print and digital • Strong portfolio demonstrating creative thinking and technical ability • Experience working within established brand guidelines • Experience managing multiple projects and deadlines • Experience with photography, video editing or motion graphics • Experience managing artwork from concept through to print production • Experience designing email templates or basic web assets	• Experience working within education or another values-led organisation
Technical skills	• Advanced knowledge of Adobe InDesign • Strong skills in Adobe Photoshop and Illustrator • Experience using Canva • Excellent understanding of typography, layout, colour and visual hierarchy • Basic animation or motion graphics	• Microsoft • WordPress or similar CMS • Knowledge of Adobe After Effects

Person Specification:

	<u>Essential</u>
Communication Skills	• Excellent organisational and time management skills • Strong attention to detail • Able to interpret creative briefs and present design ideas confidently • Excellent interpersonal skills and ability to work collaboratively
Disposition & Attitude	• Creative with a strong eye for detail and design quality • Passionate about visual storytelling and brand consistency • Positive, collaborative and approachable • Calm under pressure and able to manage competing priorities • Organised, proactive and solution-focused • Committed to delivering work of the highest professional standard

