

## ROLE DESCRIPTION



**Role title:** Design and Publishing Officer

**Directorate:** Campaigns, Communications and Political Engagement

**Date:** January 2022

**Reports to:** Senior Design Officer

### **Role purpose** (why the job exists and its contribution)

To support the lead design officer in devising and delivering materials and resources which support the union's recruitment and campaign aims and objectives, and which provide advice to members.

### **Key responsibilities** (the key areas of the role holder's work)

1. Using existing and new technologies at an expert level, for example, Adobe Creative Suite, create and amend print and digital communications and materials which promote the union's campaigns and policies to the various member and stakeholder audiences.
2. Under the guidance of the Senior Design Officer, create inventive design solutions to ensure complicated and controversial issues are presented clearly, concisely and convincingly across media channels to secure the union's reputation and profile.
3. Provide expert guidance on the union's house style and brand in design work, as well as sub-brands/brand iterations which reflect the diversity and complexity of members by sector, role, nation, equality strand and level of activism to ensure consistency.
4. Liaise with suppliers where necessary to ensure there are clear expectations, timelines and costs attached to each project.
5. Contribute to the procurement procedure to ensure the best quality and value for the union.
6. Maintain the department's production schedule, library, storage, Trello, server to enable effective team operation.
7. Work effectively to agreed time and budget restrictions.
8. Manage workflow and ensure delivery to deadlines on several projects concurrently.

## How the National Education Union works

*These principles set out the culture and approach of the NEU.*

### The role holder:

Models professionalism and integrity and acts in accordance with the NEU values;

Supports the democratic processes;

Promotes an organising culture across the union;

Works collaboratively and empowers others;

Is committed to innovation, learning and continuous improvement of working practices, organisational culture and resources;

Adopts a proactive and flexible approach.

## Key relationships

*These are the main working relationships that the role holder will develop.*

Person(s)	Nature
Design and Publishing Officer	The role holder is line managed by the Senior Design Officer
Campaigns, Communications and Political Engagement	The role-holder will work collaboratively with other colleagues in the Campaigns, Communications and Political Engagement Directorate to deliver departmental objectives and priorities.
Officers & Executive members, Activists	The role holder will provide advice on the most effective use of design and production methods for recruitment and campaign materials, especially those produced locally.
External bodies	The role-holder will work closely with a range of external bodies and stakeholders and suppliers, to ensure the delivery of the departmental/team priorities.

## Demonstrable key skills, knowledge and experience

*The role holder must be able to demonstrate these capabilities to fulfil the role to a satisfactory standard.*

### Qualifications

- Well-developed literacy and numeracy skills;

### Resource management & Planning

- Strong project management skills and ability to deliver activities to meet competing and critical deadlines;
- Ability to work collaboratively and maintain positive working relationships, particularly with key colleagues;
- Ability to work within budgets and achieve best value for money;
- Heightened attention to detail and accuracy;

**Thinking challenge**

- Ability to think innovatively especially when presenting complex information and ideas;
- Ability to understand the strategic aims of the union and develop creative solutions in support of campaigns;
- Knowledge of, and ability to operate within the NEU's political, educational and legal contexts;
- An understanding of the principles of organising in a trade union and how to promote the organising agenda in the role;

**Communication**

- Some experience of brand management, development, application and promotion;
- Ability to design high quality materials and publications on detailed and complex issues in a range of formats and for a range of audiences.
- Ability to successfully manage relations with suppliers and external stakeholders;
- Ability to assist in preparing tender documents and manage successful contract negotiations with suppliers;

**Operational delivery**

- Expert user of Adobe Creative Suite, Microsoft Office programmes and other standard design and production applications;
- Proven knowledge of design and production processes;
- Proven ability to design high quality printed and digital materials and publications on detailed and complex issues in a range of formats and for a range of audiences with heightened attention to detail and accuracy;

**Additional****Work demands**

- The ability to work under pressure and ensure that activities and projects are delivered to meet critical and competing deadlines;
- The role holder will be required to work at weekends and in the evenings as necessary for the performance of the role;
- There will be a requirement to attend regular activities, conferences, including annual conference and meetings away from the normal place of work, which will involve stays away from home. These will be local, within the region and nationally;

**Additional relevant requirements**

- Is firmly committed to the trade union movement and to the role of education unions in particular;
- Understanding of equal opportunities issues in education and has a commitment to promote diversity and oppose unfair treatment;
- Knowledge and understanding of contractual and legal requirements in relation to print/publications/digital and online media, including copyright law;
- The requirement to undertake professional development and training as necessary for the performance of the role.

This role description will be kept under review and can be adapted to meet the changing needs of the National Education Union, subject to appropriate consultation.