

Post: Graphic Designer

Reporting to:

1. Director of Marketing and Communications
2. Business Director
3. Headmaster

Prior Park Schools

Prior Park College is an independent day and boarding school for 600 girls and boys aged between 11 and 18. The school occupies an imposing 50 acre site on Ralph Allen Drive in Bath, combining beautiful Grade 1 listed buildings with more modern, purpose-built facilities. Prior Park College is one of the group of Prior Park Schools which includes our junior school, The Paragon, on a 7.5 acre site in Lyncombe Vale, Bath, and our sister school, Prior Park Gibraltar, opened in September 2016. More information can be found at www.priorparkcollege.com.

The Role

This is a fantastic opportunity for an innovative graphic designer to join Prior Park Educational Trust, reporting to the Director of Marketing and Communications and working closely with the Marketing Managers for Prior Park College, The Paragon School and Prior Park School Gibraltar.

The role of the Graphic Designer will involve:

- Working within the wider marketing team to contribute to the visual marketing of all Prior Park Educational Trust Schools, under the direction of the Director of Marketing and Communications
- Designing and updating marketing literature and promotional material, including prospectuses, brochures, banners, livery, leaflets and signage
- Compiling, checking copy and delivering the College's annual school magazine, *The Phoenix*
- Designing advertising, print and digital, and maintaining the annual schedule and delivery of advertising, advising the team of upcoming deadlines and liaising with external media buying company where necessary
- Liaising with external design agency regarding the implementation of the Schools' brand campaign and any design work that cannot be undertaken in-house
- Managing external suppliers, print and production, to ensure products are delivered within deadline, to brief and ensuring high standards
- Liaising with teaching and support staff to support marketing and design requests, including music and drama production programmes, flyers, Order of Services, Speech Day and End of Year Celebration programmes and classroom displays.
- Taking photographs and filming, when required, to assist the marketing team

- Managing the photography database, including filing and archiving
- Updating and maintaining the School websites and social media with content and images when required
- Preparing visual displays around the school and taking responsibility for plasma screen displays
- Assisting the marketing team with school events, including Open Days and Speech Day
- Acting as brand guardian, ensuring that all brand work is accurate, within brand guidelines and of the highest standard.

The Graphic Designer will work independently as well as part of a team. Working to deadlines and multi-tasking will be frequent requirements of the position. Please note that this list is not exhaustive and other additional, reasonable tasks falling within capabilities of the post holder may be required, depending on the needs of the Trust and as requested by Director of Marketing and Communications.

Personal and Professional Specification

This role will ideally suit a candidate with creative flair, meticulous attention to detail and a comprehensive grasp of digital image editing. Educated to degree level and with at least two years graphic design experience, you will also have experience in updating and maintaining websites.

The essential criteria for this role include:

- Fully conversant in Adobe Create Suite – specifically InDesign, Photoshop, Illustrator and Acrobat
- Working knowledge of all Microsoft packages
- Excellent print and production knowledge across a broad range of material
- Experience of print specifying and dealing with suppliers
- High level of attention to detail and excellent organisational skills
- Excellent time management skills; ability to work to deadlines and to multitask
- Excellent communication skills
- Total integrity and able to work with discretion and maintain confidentiality
- Ability to work in a team, independently and under specific direction
- Experience in a marketing and / or education environment advantageous
- Experience as a photographer would be advantageous.

Child Protection

Prior Park Educational Trust is committed to safeguarding and promoting the welfare of children. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.

Data Protection

In the course of employment at Prior Park Educational Trust, staff may have access to confidential information relating to pupils and their families and are required to exercise due consideration in the way they use such information. Staff should not act in any way which might be prejudicial to the School's interest. Information which may be included in the category covers both the general business of the school and information regarding specific individuals. A strict code of confidentiality must be adhered to at all times. The School is registered under the Data Protection Act 2018 and operates under policies that meet General Data Protection Regulations (GDPR). Staff must not at any time use the personal data held by the school or disclose such data to a third person.