

Job Title	Assistant Designer	Location	London	Job Family		Grade	
Reports to	Senior Designer	Designation	Hybrid	CEO's Office		C5	

Overall Purpose: To support the design of a range of online and offline communications and materials in line with Guinness's branding. To support delivery of design work to a high standard, on time and ensure they support the overall business objectives.

Responsibilities & Outcomes	Skills / Experience	General Role Expectations								
<p>Key Responsibilities:</p> <ul style="list-style-type: none"> Support the design of a wide range of materials including the annual review and financial statements, customer magazine, newsletters, infographics, leaflets and events collateral and associated assets including crating images/photos. Assist with creating corporate presentations and interactive PDF's and digital corporate materials. Aid and assist in the delivery of design activities against an annual schedule, ensuring they are fit for purpose and in line with our brand guidelines. Undertake design projects utilising appropriate and agreed applications to provide artwork services for customers and suppliers. Assist with organising corporate photography. Update and modify existing artwork as requested. Provide support on all aspects of design activity including advising on corporate standards for design and branding. Maintain effective working relationships with a range of internal and external contacts and suppliers to ensure that design activities meet our standards. <p>Key Outcomes:</p> <ul style="list-style-type: none"> Guinness's brand is used clearly and appropriately across all teams and communications activities both on and offline. Internal and external communications channels are designed to ensure all stakeholders are well informed about key messages. Guinness's positive external reputation is reinforced. Internal stakeholders are encouraged to contact the team for support and advice. Good stakeholder feedback is received around the service provided. 	<p>Essential:</p> <ul style="list-style-type: none"> Good knowledge and experience of using Adobe Creative Suite, in particular InDesign, Illustrator and Photoshop, Acrobat Pro and able to create digital content. Excellent organisational skills and able to plan their work and meet deadlines. Excellent creative skills with a strong eye for detail. Experience of working within a communications environment delivering design material on time and to a high standard. Ability to work on own initiative and to be proactive and see projects through from start to finish. Excellent oral and written communications with a high level of accuracy. The ability to review activities / materials and question as appropriate. Good typographical skills and can create infographics. Demonstrates the Guinness Behaviours. <p>Desirable:</p> <ul style="list-style-type: none"> Experience of supporting design of corporate documents, magazines/newsletters, online and event content. Ability to manage varied workstreams. <p>Qualifications</p> <p>Essential:</p> <ul style="list-style-type: none"> Educated to Level 2 (C+ or 9-4 GCSE or equivalent) or higher. <p>Desirable:</p> <ul style="list-style-type: none"> Educated to Level 6 (Degree in Graphic Design or equivalent) or higher. <p>Other</p> <table border="1"> <tr> <td>Driving Licence Required</td> <td>No</td> </tr> <tr> <td>Mobile working required</td> <td>Some</td> </tr> <tr> <td>Evening and weekend working required</td> <td>Some</td> </tr> <tr> <td>Other</td> <td></td> </tr> </table>	Driving Licence Required	No	Mobile working required	Some	Evening and weekend working required	Some	Other		<p><i>These are the requirements for roles at Grade C. There may be certain headings against which the requirements of individual roles are higher or lower. Your manager will advise if this is the case.</i></p> <p>Accountability:</p> <ul style="list-style-type: none"> Operates <i>largely autonomously</i>, within set guidelines with managerial guidance. End <i>results largely defined</i> but <i>interpretive judgement</i> is used to achieve them. Works to <i>clearly defined</i> budgetary parameters and targets. <p>People Skills:</p> <ul style="list-style-type: none"> Typically <i>oversees/co-ordinates</i> the work of others, and may be a knowledge leader or lead a <i>small-medium sized team</i>. Required to maintain effective relationships within <i>own area of responsibility</i>. <i>Manages and ensures</i> consistency of the employment experience in own area. <p>Impact & Influence:</p> <ul style="list-style-type: none"> May be required to make a <i>variety of decisions</i>, some complex in nature, with concern for impact on others. Actions <i>may</i> have internal and external impact/influence. <i>Provides guidance and shares knowledge</i> with colleagues relating to own specialism. <p>Thinking Challenge:</p> <ul style="list-style-type: none"> Required to identify, assess and <i>resolve complex issues/problems</i> within own area of responsibility. Sufficient job knowledge to enable the analysis of principles and concepts. <i>Designs and develops</i> a continuous improvement approach within own area. <p>Customer Service:</p> <ul style="list-style-type: none"> <i>Respects and values</i> customers, both internal and external, and demonstrates our commitment to high quality customer service in all that is done.
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Other										

You are also required to undertake any other duties within your capabilities as may be reasonably required.