



# Graphic and Web Designer

April 2024

## **Key Details**

### **Graphic and Web Designer**

Pay Scale: SCP 19-23

Full Time Salary: £29,777 - £32,076

Actual Salary: £26,197 - £28,219 based on the following:

- 37 hours per week
- Wakefield Council term time plus 10 days

CAPA College are looking to appoint an experienced and skilled Graphic and Web Designer to join their team. On a day-to-day basis, the Graphic and Web Designer will plan, design and deliver all of CAPA College's print and web resources including brochures, leaflets, programmes, prospectuses, banners, merchandise, digital displays and a WordPress site to raise the CAPA College profile, increase brand awareness, develop audiences, recruit new students, raise revenue and promote CAPA College at events and activities.

This is a flexible working position which would facilitate some remote work. The nature of this role means that some flexibility on hours is expected and will incorporate some evening and weekend work.

**Closing Date:** Monday 29th April 2024

CAPA College is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

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## **About Us**

CAPA College (Creative and Performing Arts College) is one of the most exciting and innovative education providers in the North of England. Every year students from across Yorkshire and beyond flock to our corner of Wakefield to pursue their dreams of becoming the next Hollywood star, Oscar-winning filmmaker, director, choreographer, entrepreneur or creative.

CAPA College provides students with intensive full-time practical training alongside the rigour of academic Arts study. Over two years of full-time study students (aged 16-19) achieve the equivalent of four A Levels, a portfolio packed with transferrable skills and all of the performance experience they need to progress to the top universities, leading national and international Arts conservatoires and professional Arts careers.

Students are enrolled on five distinct pathways: Musical Theatre; Dance; Drama; Film and TV Making; and Production Arts.

Since opening our doors as Wakefield's first DfE-funded Free School in September 2018, within Enhance Academy Trust, CAPA College has already established itself as one of the leading Arts education providers in the North of England.

- Ofsted 'Outstanding' (January 2022)
- 99% A\*-C results
- Top 1% of all post-16 providers nationally for student progress
- Awards and accolades from the National Theatre, BBC, Sky TV, Arts Council England, One DanceUK, Sixth Form Colleges Association
- Graduates go on to study at the BEST universities and conservatoires including RADA, LAMDA, ArtsEducational School, Rambert School, Guildford School of Acting, The Place, Trinity Laban, Urdang, Mountview and Royal Central School of Speech and Drama
- An alumnus in almost every major West End show
- Heavily oversubscribed with almost 6 applicants for every place
- The ONLY non-fee-paying, specialist Creative and Performing Arts College of this kind in Yorkshire or the North East

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## **About the Role**

This is an exciting opportunity to join our award-winning team as we prepare to implement the next major stage of our development. After renting temporary accommodation for the last four years, in September 2022 we opened the doors to our new, permanent home on Mulberry Way (opposite Wakefield Westgate train station). This purpose-built, multi-million-pound facility has enabled us to expand our cohort to 250 students per year group, as well as offering more performance and learning opportunities, new course pathways, increased staffing, exceptional resources and better outreach with the local community.

Would you like to be part of CAPA College as it becomes a flagship for Arts Education in the North? Are you highly-motivated and have a drive to succeed? Then we would love to hear from you.

### **We are looking for candidates who can:**

- Plan, design and deliver all of CAPA College's print and web resources including brochures, leaflets, programmes, prospectuses, banners, merchandise and digital displays.
- Drive forward the CAPA College website, overhauling the aesthetic of the site, creating innovative and attractive content and maintaining booking systems.
- Help shape the future of CAPA College, our brand, profile, website and marketing resources.
- Produce interesting and engaging visuals for a range of in-person and digital audiences.

### **We are looking for candidates who:**

- Have experience of working in a similar role in a vibrant and fast-moving environment.
- Are highly creative, passionate and motivated.
- Have a proven track record of producing excellent design work, working independently and collaboratively, pitching ideas and completing timely projects.
- Are enthusiastic about graphic and web design, keeping up-to-date with innovations and latest trends and are motivated to challenge their creativity and expand their skill set over time.

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**In return, we will offer you:**

- A personalised approach to continuing professional development
- A workplace that promotes good Health & Wellbeing
- Access to Private Health and Wellbeing package
- The chance to join a dedicated, multidisciplinary marketing team
- An opportunity to make your mark in an outstanding new Arts focused post 16 provision
- A college that has a clear vision for improving outcomes and has student welfare and development at the centre of its ethos
- Automatic enrolment into the Local Government Pension Scheme

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## **How to Apply**

Application forms can be downloaded from our website and:

- Sent with a covering letter by e-mail to [recruitment@capacollege.co.uk](mailto:recruitment@capacollege.co.uk) or
- Posted with a covering letter to CAPA College, Mulberry Way, Wakefield, WF1 2QN

For further information please check out our website [www.capacollege.co.uk](http://www.capacollege.co.uk) or email

[recruitment@capacollege.co.uk](mailto:recruitment@capacollege.co.uk)

Employment checks required of this post:

- Evidence of Right to Work in the UK.
- Evidence of essential qualifications as detailed in the Person Specification.
- Two satisfactory references.
- Evidence of a satisfactory safeguarding check e.g., Enhanced DBS Check.
- A Children's Barred List Check.
- Confirmation of medical fitness for employment.

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## **Job Description**

Job Title: Graphic and Web Designer

Responsible to: Head of Development and Communications

### Key Responsibilities

#### **Marketing and Communication Strategy:**

- To contribute to the development and implementation of the CAPA College marketing and communication strategy.
- Regularly review and refine the CAPA College marketing and communication strategy with responsibility and accountability for the success of Graphic and Web design outcomes

#### **Design:**

- To design a range of imaginative, engaging and on-brand print and web resources with appropriate audience targeting.
- Produce strong, accurate and engaging visuals that successfully communicate with their target audience, are on trend and on brand.
- Manage the design process from briefing to execution.
- Produce design templates for use across the College.
- Manage and maintain our in-house digital signage.
- Resize artwork to specific guidelines and work according to brief.
- Incorporate supplied animation and film into design and to create impactful GIFs for a variety of specifications.

#### **Website:**

- Redesign the CAPA College website, overhauling the aesthetic of the site, creating innovative and attractive content and integrating booking systems.
- Create and upload graphics, typography and visuals on the CAPA College website to further marketing aims.
- Curate the aesthetics of the website from logos to fonts.

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- Ensure the regular updating of content on the website to ensure it remains current and engaging.
- Ensure accuracy and relevance of content across the website.
- Optimise SEO and ensure that there is a clear user journey whilst navigating through the site.
- Monitor and update the CAPA College website to ensure full compliancy of statutory requirements.

**Print:**

- Coordinate the printing and production of materials as required.
- Proof and edit such materials.
- Obtain quotes, liaise with external companies and place orders ensuring quality and value for money.
- Manage stock supplies and archives.
- Manage print costs and work to budgets.
- Take responsibility for the procurement of design studio supplies.

**Presentation:**

- Present your work to the Senior Leadership Team and other interested parties.
- Explain your design choices.
- Work collaboratively and respond positively to feedback.
- Compile performance reports as required and make suggestions for improvement.
- Liaise with other members of the Marketing and Communications team to ensure the effective and timely completion of projects.
- Liaise with external agencies and key partners as required.

**Brand Guidelines:**

- Implement brand guidelines and ensure compliance in all areas.
- Ensure accuracy and consistency across all materials and communications.
- Assist in building and leveraging a strong and effective brand.
- Ensure all materials effectively represent the CAPA College brand.
- Ensure the brand is understood and embedded throughout the College and with external partners.

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**Research:**

- Keep up-to-date and informed about all aspects of CAPA College's work.
- Follow latest design trends and best practices, particularly those used by our target audiences.

**Photography:**

- Help maintain the CAPA College photo and video galleries and implement the use of these visuals across print and digital designs.
- Capture photos and videos at events as required.

**Other:**

- Archive and maintain records for all marketing and publicity materials.

Accountability – Generic

- Serve as a role model based on high standards and professional conduct.
- To present the best possible image of the College in general, and in particular, in all contact and communications with the public, visitors, parents, students, customers, suppliers and all other external organisations.
- Be aware of and comply with policies and procedures relating to health and safety, equal opportunities, confidentiality and data protection always, reporting all concerns to the appropriate person.
- To comply with the College's Staff Code of Conduct.
- Maintain confidentiality in relation to all work undertaken.
- Contribute to the safeguarding and promotion of the welfare and personal care of students and regarding Child Protection procedures.
- Be aware of the responsibility for personal Health, Safety and Welfare and that of others who may be affected by your actions or inactions.
- Undertake any professional development as needed and as determined by the Head of Development and Communications and Principal.
- Carry out such duties as may be assigned by the Head of Development and Communications and Principal in accordance with the changing needs of the organisation.
- To support college activities such as performances, Open Days (some of which will take place on evenings and weekends).
- Participate in the College's staff appraisal system.

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Please note that this list of duties is illustrative of the general nature and responsibility of the role. It is not a comprehensive list of all tasks that the Graphic & Web Designer will carry out. The postholder may be required to undertake other duties appropriate to the level of the role, as directed by the Principal or line manager.

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## Person Specification

Graphic and Web Designer

Person Specification	Essential	Desirable
<b>QUALIFICATIONS/TRAINING</b>		
Educated to degree level or equivalent (preferably in design or similar)	X	
An impressive portfolio of design work which includes a range of print and digital mediums such as brochures and programmes, digital screen displays, web content and merchandise	X	
<b>EXPERIENCE</b>		
Experience of working in a similar design role in a fast-moving environment	X	
Strong graphic and digital design and layout skills	X	
Strong understanding of visual communications and current trends in print and digital design	X	
Strong technical skills in graphic design using the Adobe Creative Cloudsuite	X	
Strong knowledge of web design and development, especially WordPress and plugins	X	
Understanding of WordPress page builders and visual editors	X	
Experience of managing a design and print schedule	X	
Experience of producing work with set guidelines and to a brief, interpreting requirements, meeting financial restraints and delivering products within a restricted timeframe	X	
Experience working within brand guidelines and managing brand representation	X	
Experience of working with external agencies and partners including the press and media	X	
Experience of working in a college and/or Arts environment		X
Videography experience		X
Photography experience		X
Illustration experience		X
Experience of producing animated graphics and GIFs		X

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SKILLS/KNOWLEDGE		
Clear understanding of the principals of graphic and website design	X	
Ability to communicate effectively, negotiate and present your work to a variety of audiences	X	
Ability to respond positively to feedback	X	
Diligence about process and procedural tasks with an eye for detail	X	
Ability to make informed creative decisions and adapt your work to suit a variety of audiences, mediums and styles	X	
Keen interest in aesthetics with in-depth knowledge of colour, layout, typography and branding	X	
Excellent literacy and numeracy competency	X	
Excellent editorial and proofing skills	X	
Well-developed analytical, planning and organisational skills	X	
Understanding of Safeguarding and Child Protection issues		X
A knowledge of and enthusiasm for the websites, print media, social media and digital communication channels used by young people aged under 20		X
Interest and understanding of the arts sector		X
Interest and understanding of education		X

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## **Personal Skills**

- Commitment to learning
- Enthusiastic, positive and 'can-do' attitude.
- Diplomacy skills.
- Calm under pressure.
- Reliability, integrity, resilience and stamina.
- Respects confidentiality.
- A commitment to CAPA College ethos.
- Willing to seek support and advice when necessary.
- Enjoys working as part of a team.
- Enjoys working independently - takes initiative, self-motivated, ability to manage own time, organise workload and work efficiently to meet deadlines.
- Quick learner, able to be flexible and adapt to context and surroundings.
- Enthusiasm and commitment for working in a creative organisation with a focus on young people (aged 16-19).
- Willingness to lead by example in terms of work ethic, dress and behaviour.
- Creative and flexible in approach to work.
- Robust sense of humour.
- Excellent attendance and punctuality records

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[capa.college](http://capa.college)

[@capacollege](https://www.instagram.com/capacollege)

[info@capacollege.co.uk](mailto:info@capacollege.co.uk)