

Senior Design & Publications Officer

Job Description and Person Specification

Purpose of the role

We're currently seeking a talented and versatile Senior Design and Publications Officer to join the Green Party's Communications Team. As a key member of our team, you will have a unique opportunity to shape the visual identity of the Green Party and ensure consistency on rolling out the newly updated branding. Collaborating closely with our press, campaigns, social media, events, and membership officers, you will also provide support to local parties in creating compelling visual content that effectively conveys the Green Party's messages. This role requires the ability to work across various mediums, including print, digital, and video graphics, while being self-motivated and adaptable to fast-paced, reactive work environments. We're looking for someone who approaches their work with confidence and decisiveness and who thrives on taking initiative in design development rather than waiting for a flawless brief.

Salary:	£37,181 to £41,626 pa FTE, pro rata [Points 18-24 on the GPEW salary scale]
Hours:	21 hours per week
Job type:	Permanent contract
Location:	Remote (with potential for one day per week in London office)
Line manager:	Head of Communications
Line management responsibilities:	N/A
Key relationships:	Social media, campaigns and press staff, Freelancers, GPEW Conferences team, Local Parties, Parliamentary teams

Application process:

Please apply via the Applied recruitment platform at <https://app.beapplied.com/apply/fyhqxqgbvv>

Please note that the Applied recruitment system is configured to ask a series of questions that will support shortlisting for this role. Each question is based on one or more of the attributes listed in the person specification below and your answers will be scored based on how you demonstrate the attribute(s) that are relevant to the specific question being asked.

Principal Roles and Responsibilities

Outline of Design & Publications role:

1. Produce and oversee art direction, image selection, and visual style for daily social media content responding to news and events.
2. Proactively contribute to editorial discussions and forward planning.
3. Develop and promote Green Party brand guidelines for messaging and design in all Green Party content.
4. Design, develop and maintain a cohesive brand identity for Green Party MPs. Creating and maintaining brand guidelines, visual assets and design templates.
5. Develop and provide visual assets for *individual* Green Party MPs in line with Green MP branding, tailored to each individual's needs.
6. Develop unique visual identities for campaigns and Green Party conferences within the wider Green Party brand guidelines.
7. Produce template materials for the Green Party's campaigns for digital and print, including newsletters, leaflets, posters, billboards, merchandise, social media content, website graphics, microsites and for other channels as required.
8. Appoint and manage freelancers for outsourced design projects and assist with recruitment of staff, including portfolio reviews and shortlisting candidates
9. Develop a Communications hub to host resources
10. Develop and manage an assets library and publications archive.
11. Any other tasks deemed appropriate by your line manager.
12. Internal brand guardian the application and ongoing development of our brand guidelines and standards to embed the Green Party (and its sub-brands) identity
13. Oversee visual brand update and produce associated materials
14. Assist on brand audit and audience research to develop appropriate, targeted campaign materials

Responsibilities:

1. Ensure consistent messaging/design of Green Party content across all platforms and publications.
2. Contribute to online growth with design and delivery of innovative content daily.
3. Be the keeper of the Green Party assets library.
4. Ensure compliance with freepost regulations for publications during the election period.
5. Create unique visual identities for our campaigns and events and deliver content in a timely manner.
6. Appoint and manage freelancers for outsourced design projects.
7. Feed visual content steer for communications strategy
8. Work with Digital, Field and Development teams to create brand workflows to ensure the expression of the brand visual identity, assets and tone of voice are consistent
9. Work with Parliamentary teams to guide and support on MP design needs.
10. Assist in developing personal brand strategies for visual presentation and content creation

Person Specification

In your written application please give evidence or examples that you meet all of the criteria below marked both 'Application' and 'Essential'.

Where you meet criteria marked 'Application' and 'Desirable', please provide supporting evidence or examples in your written application, as applicable.

If you are shortlisted for interview, all criteria marked 'Interview' will be assessed.

Please also include a link to your portfolio or examples of your recent work.

Attribute		Essential/ Desirable	Assessment
Experience	Demonstrated design experience, including production of social media and print-ready content	Essential	Application & Interview
	Experience of working in a campaigning or political environment	Essential	Application & Interview
	Experience of managing and producing publications in a professional capacity	Essential	Application & Interview
	Demonstrable experience of using desktop publishing software	Essential	Application & Interview
	Experience of managing mailing and print subcontractors and design freelancers	Desirable	Application & Interview
	Animation experience	Desirable	Application & Interview
	Experience of creating video content	Desirable	Application & Interview
	Experience of local or regional Green Party work	Desirable	Application & Interview
Skills/abilities	Ability to use web platforms for storing information	Essential	Application & Interview
	Proficient in InDesign, Illustrator and Photoshop	Essential	Application & Interview
	Ability to create innovative content within brand guidelines in a fast-paced environment.	Essential	Application & Interview
	Ability to build unique visual identities within broad organizational brand guidelines.	Essential	Application & Interview

	Able to develop processes to streamline activities.	Essential	Interview
	Proactive approach to work	Essential	Interview
	Collaborative interpersonal skills	Essential	Application & Interview
	Ability to create animations and video content using Premiere and AfterEffects.	Desirable	Application
Knowledge	Knowledge of the Data Protection Act and how to manage data enquiries	Desirable	Application & Interview
	Proficient in Adobe InDesign, Illustrator, Photoshop, Canva, PowerPoint	Essential	Application & Interview
	Knowledge of data management	Desirable	Application & Interview
	Experience of creating video content in Adobe Premiere, After Effects, Kapwing, CapCut (or similar)	Desirable	Application & Interview
	Knowledge/experience of conducting freeposts	Desirable	Application & Interview
	Understanding of Green Party organisation at local, regional and national level	Desirable	Application & Interview
	Familiarity with relevant campaigns issues and organisations	Desirable	Interview
	Knowledge of SEO	Desirable	Application & Interview
Personal attitudes	Sympathy with the aims and policies of the Green Party, and with development of a more sustainable society	Essential	Application & Interview
	Creative and open minded with a willingness to innovate in pursuit of the objectives of the role	Essential	Application & Interview
Personal circumstances	Eligible to work in the UK	Essential	Application
	Able and willing to work occasional unsocial hours and outside of normal office hours as required	Essential	Application & Interview
	Not a member of another UK political party	Essential	Application

Equality	Committed fully to the principle of Equal Opportunities for all in line with Green Party policies	Essential	Application & Interview
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General points applicable to all Green Party of England and Wales jobs:

1. The Green Party strives to be an Equal Opportunities employer and requires its employees to carry out their work in accordance with its policies on equality of opportunity in relation to employees and volunteers, in promotion of the party's policies and access to the Party's services.
2. Green Party staff are required to abide by any policies in place to ensure, for example, health and safety at work, data protection, etc.
3. Green Party staff may be required to attend Green Party Executive (GPEx) and other meetings and conferences, so long as at least two weeks' notice is given and this does not conflict with leave already agreed. These meetings may take place out of office hours, in which case time off in lieu will be awarded.
4. The Green Party has a democratic structure with annual elections. Employees need to be aware that the organisational priorities which determine their work priorities are decisions of the Executive and may be subject to change as an Executive changes.
5. Green Party staff are assigned goals, work plans, guidelines and priorities by their line managers as part of the annual planning and review system, but are expected to show initiative within this framework in managing their workload to meet the overall goals of the party in line with the organisational plan.
6. Green Party staff are required to request authorisation for any major overtime from their line manager before undertaking any such work and to use an online system to manage their leave and TOIL in conjunction with their line manager.
7. Green Party staff may, from time to time, be required to provide written or oral reports to the Executive.
8. Green Party staff should be open to developmental needs which may arise and work with their line manager to address these needs through training or other routes.
9. Green Party staff are expected to identify and make recommendations to their manager on improving the systems within the office.
10. Green Party staff are expected to participate fully in the Party's teamwork ethos, attend staff meetings, share team duties and responsibilities and develop their work in co-operation with other colleagues.
11. Green Party staff are expected to promote and develop the role of volunteer staff within their area of responsibility in liaison with the HR Manager and in accordance with the current policy on the management of volunteers.

12. Whilst every endeavour has been made to outline all the duties and responsibilities of the post, a document such as this does not permit every item to be specified in detail. Broad headings may therefore have been used, in which case all the usual associated routines and duties are naturally included in the job description. Green Party staff are expected to undertake any other reasonable tasks as requested by the Executive via their Head of Department, CEO or relevant GPEx Co-ordinator.

This job description may be periodically reviewed in consultation with the post holder.