

## Job Description

<b>JOB TITLE:</b>	Digital Designer and Content Creator
<b>GRADE:</b>	Support Staff pay scale grade I
<b>REPORTS TO:</b>	Group Head of Marketing
<b>CAMPUS:</b>	Cross Campus
<b>JOB PURPOSE:</b>	To design and deliver high-quality digital and print materials that support marketing and communications across The Windsor Forest Colleges Group, reflecting the distinct identity of each college and contributing creative ideas that strengthen the Group's visual presence.

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### Main Duties

1. Work on design projects for all internal and external promotional materials and for marketing campaigns.
2. Create rich, fun and engaging social media content (organic and paid-for), videos and images, working in tandem with the Senior Marketing and Digital Executive.
3. Work with our Marketing & Events team at The Windsor Forest Colleges Group's corporate, recruitment and PR events.

#### 4 General Duties

- 4.1 Promote a teaching, learning and working environment that is free from discrimination, harassment and bullying and where all students and staff feel safe to express their individuality.
- 4.2 Be responsible for safeguarding and promoting the welfare of students.
- 4.3 Maintain student morale and discipline within the college site.
- 4.4 Through CPD ensure you keep up to date with relevant industry and academic development.

- 4.5 Conduct yourself whilst undertaking college duties within the parameters of the Group's values.
- 4.6 Any other duties commensurate with the level of responsibility within the Group.

#### **NOTE**

The post will be based at one of the current College campuses, but the duties of the job may require the post holder to work at any College campus or other location connected with the work of the College. Travel between the college's main campuses will form a requisite part of this post.

It is the College's policy to establish and maintain a Risk Register and a Risk Management Policy. It is a condition of your employment that you become aware of these documents and that you follow the objectives and procedures of good risk management in your areas of work.

This post is not exempt from the Rehabilitation of Offenders Act 1974. For further details on our policy on the Recruitment of Ex-Offenders can be found [here](#).

**PERSON SPECIFICATION – Digital Designer and Content Creator**

	Essential	Desirable	Source of Evidence
<b>EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS</b>			
GCSE English/maths (A-C or equivalent)	X		AF
Degree in Graphic Design, Media or Illustration or equivalent	X		AF
<b>EXPERIENCE</b>			
Portfolio and/or examples of work	X		IV
Experience using Adobe Photoshop, Illustrator and InDesign	X		IV/AF
Experience of photography and image processing	X		AF
Experience of creating engaging content for use across social media platforms and other digital avenues	X		IV/AF
Experience of understanding, reporting and utilising digital analytics (e.g. google/GA4) to inform future activities		X	AF/IV
Strong copywriting, sub-editing and proofreading skills with a high attention to detail	X		AF/IV
<b>SKILLS, KNOWLEDGE AND ABILITIES</b>			
Driving Licence	X		IV/AF
Demonstrable excellent verbal and written communication skills	X		IV
Flexible approach to working practices including the ability to work effectively as a team member	X		IV

**KEY:**

Evidence of all the elements marked AF or AF/IV must be present in the application form to be shortlisted for an interview

All the elements marked IV will be assessed at interview.

All the elements marked AF/IV will also be assessed at interview.

All or some of the elements may be assessed by the Test/Presentation