

JOB DESCRIPTION | **GRAPHIC DESIGNER**

REPORTING TO | MANAGING DIRECTOR OR HEAD OF STRATEGIC MARKET ACCESS

1 | What are my responsibilities?

- Delivering brilliant graphic design work and PowerPoint presentations – ideally videos too – that make our redthread deliverables sparkle, and make clients smile
- Deliver brilliant creative work across a wide range of creative projects for our clients within the healthcare sector, from infographics and illustrations, through PowerPoint presentations to social media graphics
- Develop and maintain your knowledge of industry design software, including but not restricted to Adobe Creative Cloud
- Working closely with project managers and clients at the outset of projects to determine the design scope, purpose, and strategic approach to be taken
- Clearly communicating project requirements to project teams and providing input on any technical queries, where required
- Ensuring that materials are delivered in a timely manner, and on budget, with a key focus on the high quality and professional appearance of all deliverables
- Maintaining exceptional customer service and quality of deliverables under multiple competing demands
- Demonstrating a commitment to the [redthread values](#)

2 | How does my role support my redthread colleagues?

At redthread, we believe that everything is about communication. That means words *and* graphics. Our writers are pretty good at visuals already, but you'll be responsible for elevating our deliverables to the next level. You'll come with ideas that people won't have thought of. Bring suggestions and illustrations that take a deliverable from "meh" to "marvellous". And ultimately you'll support your colleagues in ensuring that everything that goes out of the door is in the top tier of creative work in the market access space.

You lead by example in showing the team how to deliver extraordinary visual work. You're flexible and supportive, you approach relationships with empathy and understanding, and you are open, inclusive and welcoming to all team members. You're also happy to hold yourself and others accountable.

You trade knowledge freely, seeking advice and answering colleague queries. You help to identify training and development opportunities for colleagues, and you take pride in creating a nurturing environment for colleagues to share their opinions, thoughts, and/or concerns.

3 | What does *great* look like?

You're instrumental in how redthread produces brilliant work. You're happy to tackle almost any design tasks, from illustrations for a client SharePoint site and LinkedIn social media posts, to congress stand graphics and PowerPoint presentations (all examples of recent work we've completed). You'll have a "can do" attitude, and come with thoughts and suggestions for how to deliver even better creative work at redthread.

You take pride in delivering beautiful deliverables. You're proactive about your personal development, working with your coach to identify strengths and areas for development, and co-creating your personalised learning and development plan.

You're likely the sort of person who likes to get stuff done. Who has ideas and wants to implement them, but perhaps have felt frustrated in a business that doesn't allow you that scope. Great looks like seizing the opportunity to work in a growing small business and help shape how we deliver brilliant visual work for clients.

You live the **red**thread values.

4 | What's next?

This should be discussed with your coach but is usually **Senior Graphic Designer**. This role has increasing creative responsibility as our team grows, and would have coaching/line management responsibility.

5 | Summary of job requirements

5.1 Knowledge

What you need to *know* to be successful as a Graphic Designer

- 1: In-depth knowledge of design software, including but not limited to Adobe Creative Cloud
- 2: Great understanding of aesthetics and a meticulous attention to detail

5.2 Skills

What you need to *be capable of* to be successful as a Graphic Designer

- 1: Excellent technical skills in Adobe InDesign and Illustrator. Familiarity with other software in the Adobe Creative Suite is advantageous
- 2: Exceptional organisational and time management skills, an excellent level of productivity, and the flexibility to respond to changing deadlines
- 3: Excellent attention to detail
- 4: Strong communication skills and the ability to build robust and sustainable working relationships

5.3 Experience

What you need to have *demonstrated* to be successful as a Graphic Designer

- 1: 3+ years' Adobe Creative Cloud and PowerPoint experience
- 2: A proven ability to generate, execute, and oversee a range of creative concepts
- 3: Demonstrable graphic design skills with a strong portfolio
- 4: Implementing quality control processes for quality of design work and ensuring these are adhered to

5.4 Behaviours

How you need to *act* to be successful as a Head of Graphic Designer

- 1: A problem solving mindset and the ability to think outside of the box
- 2: Focus on quality, strong attention to detail and in doing the right thing for clients

3: Managing expectations with colleagues and clients, quick to report any issues or concerns

4: Open, inclusive and welcoming to all team members

5. Ability to think on your feet, come up with new ideas, and make those ideas a reality