

## Job description

Job title: Creative and Branding Officer  
Grade: Grade 9  
Job evaluation reference: M4005  
Job family: Marketing, Media & Design

### Directorate/Service/Team information

The Communications and Engagement team is a centralised function responsible for:

- building and maintaining the council's reputation
- supporting achievement of the council's strategic objectives
- building the council's identity and engagement with employees, councillors, residents, partners, and other stakeholders
- warning and informing during crisis situations.

### Purpose and impact

Provide a high-quality graphic design and content production service which promotes effective internal and external communication through digital media and, where appropriate, print media. See projects through from concept to finished product, ensuring high quality deliverables.

Manage the Dorset Council brand, ensure all communications and council materials comply fully with the brand guidelines.

### Key responsibilities

- Work with Communications & Engagement Business Partners and Senior Communications Officers to understand the strategic outcomes and requirements of services and clients and translate these into design solutions as part of integrated communications campaigns.
- Manage multiple design projects simultaneously, adhering to deadlines and maintaining attention to detail.
- Project manage the delivery of graphic design projects including managing work allocation, developing creative briefs, budget discipline and client satisfaction.
- Coordinate with external suppliers to obtain the best price and quality service. Ensuring best value for money from total council expenditure.
- Provide support to junior members of the creative and branding team, ensuring they receive guidance and opportunities to develop skills across all creative disciplines.
- Manage the Dorset Council brand, ensuring all council communications and materials comply fully with the brand guidelines, and that brand values are adhered to.
- Educate and guide colleagues on brand compliance, ensuring everyone adheres to established standards.
- Ensure accessibility in design for creating an inclusive experience across all platforms, whether digital or print.



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- Provide constructive challenge where needed to recommend the right communications tools, channels and design approach for each campaign or project using evidence and audience insight. Support clients to self-serve where appropriate.
- Develop and deliver engaging content - including photography, audio, video and online material – and ensure it is presented accurately, to a high standard, and in line with the council's house style and brand guidelines.
- Comply with all decisions and policies of the council and any relevant statutory requirements including the Code of Recommended Practice on Local Authority Publicity.
- Responsible for effective budget management, with due regard to the council's financial regulations and regular monitoring of spend to ensure value for money.
- Act as an ambassador and champion of communications, ensuring commitment and enthusiasm for activities and priorities on all occasions when representing the council both internally and with external partners and agencies.

NB: The duties and responsibilities of this post are not restrictive, and the post holder may be required on occasion to undertake other duties. This will not substantially change the nature of the post.

### Supervision and management

Reporting to: Business Partner – Creative and Branding  
Responsibility for: No line management responsibility

### Other factors

This post does not have a significant travel requirement; however, the post holder will be required to travel on an occasional basis within and outside the county for partner meetings, training, networking events.

### Our behaviours

Dorset Council has developed and embedded a set of behaviours that will form part of everything you do, and you will need to be able to demonstrate them through the way you work, regardless of your role or grade within the organisation.

Full details can be found on the job website under '[Working for Dorset Council](#)'.



# Person specification

Applicants will be shortlisted on the basis of demonstrating that they fulfil the following criteria in their application form and should include clear examples of how they meet these criteria. You will be assessed in some or all of the specific areas over the course of the selection process.

Essential criteria are the minimum requirement for the above post.

Desirable criteria will only be used in the event of a large number of applicants meeting the minimum essential requirements.

## Essential

Qualifications/ training/registrations	
Required by law, and/or essential to the performance of the role	
1.	A degree or equivalent level qualification in graphic design
2.	Evidence of relevant continuing professional development
Experience	
3.	Proficient in Adobe Creative Suite design software
4.	Experience of working within a brand and adhering to brand guidelines
5.	Experience of delivering high quality design across a wide range of digital and traditional media
6.	Experience of working successfully with a range of external organisations/stakeholders
7.	Experience of managing high volumes of graphic design projects developing creative briefs, budget discipline and client satisfaction
8.	Experience of working with print (and other) procurement in line with the council's financial policy
9.	Experience of working within formal budgetary controls
10.	Experience of advising senior employees
Skills, abilities & knowledge	
11.	Proven ability in the design field: a high level of creative and design skills
12.	Ability to manage conflicting deadlines
13.	Excellent oral and written communication skills
14.	Ability to influence others
15.	Highly developed planning skills and ability to deliver projects to an agreed timetable
16.	Excellent interpersonal skills to develop good working relationships/networks
17.	Proficient in use of Microsoft 365 and design packages
Behaviours	
18.	<a href="#">Respect</a>
19.	<a href="#">Responsibility</a>
20.	<a href="#">Recognition</a>
21.	<a href="#">One Team: Collaboration</a>
Other	
22.	Ability to fulfil the travel requirements of the post

Approval			
Manager	Business Partner – Creative & Branding	Date	Updated: September 2024

