

Practical **ACTION**

Brand team
DESIGNER



ABOUT US

We are an international development organisation putting ingenious ideas to work so people in poverty can change their world.

We help people find solutions to some of the world's toughest problems. Challenges made worse by catastrophic climate change and persistent gender inequality. We work with communities to develop ingenious, lasting and locally owned solutions for agriculture, water and waste management, climate resilience and clean energy. And we share what works with others, so answers that start small can grow big.

We're a global change-making group, working with communities who are vulnerable to poverty and climate change to support them to change their world. Together we develop innovative, community powered and locally owned solutions that achieve transformative change in lives and livelihoods. And we work with a range of partners, including governments, business and international organisations to ensure improvements are sustained and scaled and to change the systems that keep people poor and vulnerable.

We were founded in 1969 by radical economist EF Schumacher who challenged the development thinking of the time. He believed in solutions suited to context, equipping people with the skills and knowledge to change their situation, economic systems that work for all and living within the planet's means. This ethos continues to fuel all our work. Schumacher was the author of 'Small is Beautiful: A study of economics as if people mattered'. In our work we start 'small', ensuring we understand what is already working but we aim big focussing on what will deliver the systems change required.

We have over 50 years of experience working across Africa, Asia and Latin America. Our group consists of a UK registered charity with experienced country teams, an expert consulting service and an independent development publishing company. We combine these specialisms to multiply our impact and help shape a world that works better for everyone.

OUR AIMS

We work across four thematic areas. Much of our most impactful work combines our expertise across issues to solve complex and interconnected problems such as supporting smallholder farmers with renewable energy to increase yields and open up bigger opportunities for the wider economy.

Harnessing energy that transforms for the one billion people without electricity, and the three billion people without clean cooking solutions. We're bringing together rural communities, displaced people, energy providers and decision makers to put clean energy to work. By 2025, our work with partners will have led to affordable, low-carbon energy access and cleaner cooking for two million people in 'last mile' communities and 18 million people through wider systems change.

Building resilience that protects for vulnerable people whose lives and livelihoods are threatened by climate-related and natural hazards. We're working with people threatened by natural and climate related hazards, reducing vulnerability and minimizing the impact on their lives and livelihoods. By 2025, our work with partners will have enhanced risk knowledge systems so that four million people living in hazard-prone, climate-vulnerable communities are better protected.

Making cities fit for people for the millions of people living in urban slums and settlements without proper sanitation, clean water and waste services. Our work with communities is making

cities in poorer countries cleaner, healthier, fairer places for people to live and work, with clean water for drinking and sewage safely contained, collected and processed. By 2025, our work with partners will have led to improved water, sanitation and waste management services for one million people living in slum communities and a further 2.4 million people through wider systems change.

Cultivating farming that works for smallholder farmers struggling to make a sufficient income and adapt to the negative effects of climate change. We're teaming up with smallholder farmers, many of whom are women, so they can adapt to climate change and achieve a good standard of living. By 2025, our work with partners will have improved food security and incomes for two million people in rural communities and a further one million people through wider systems change.

ABOUT THE ROLE

We're looking for an exceptional junior to mid-weight designer – with innate curiosity, a passion for digital, and a strong design aesthetic – to join our Brand team. Sitting within the broader Brand and External Engagement department, the Brand team acts as custodian of our story and visual identity. And increasingly as go-to experts for creative input – sourcing compelling stories to fuel the narrative, fulfilling creative briefs, producing a regular supply of great audience relevant content for use on digital platforms, producing digital and printed corporate comms materials, as well as offering creative advice and training to other departments.

Through this role we want to:

- Build our in-house creative team – both skills and capacity
- Drive our storytelling, through innovative use of moving image and photography
- Deliver on more creative briefs in-house - as creative lead, rather than service provider
- Demonstrate the power of good design to solve communication problems
- Embed design excellence into our storytelling
- Make it easier for non-design experts to use our visual identity
- Achieve more consistency in how our visual identity is used.

Scope

Title	Designer
Directorate	Marketing, Communications and Fundraising
Reporting to	Creative Manager
Direct reports	None
Relationships	Other copywriters and designers across UK and international offices Special focus on other departments within the Marketing, Communications and Fundraising Department, as well as supporting the Global Internal Comms Lead.
Financial scope	No direct budget authority
Location	Rugby, Warwickshire
Duration	Permanent
Grade	C £28,187 - £30,595
Travel	On occasion: typically overseas trips are around 2 weeks

ACCOUNTABILITIES

Brand Design

- Deliver great design, production and artwork for the organisation, working in collaboration with other colleagues/teams to support print and digital campaigns and activities
- Work in partnership with copywriters and other creative colleagues on internal briefs and creative concepts.
- Develop creative content to support corporate communication
- Develop creative content to support internal communication
- Continually look for new ideas and innovation to share around content creation, and keep up to date with current trends

Brand Story

- Champion creativity and promote our verbal and visual identity
- Support the process to fuel our story - hunting out and sharing stories, images and video from around the organisation
- Support with content collection on international trips, as required, to gather images, video and case studies
- Storyboard videos, infographics and other materials to help tell our story

Brand Standards

- Offer advice to colleagues around the world, ensuring best practice and influencing how our brand is expressed - working closely with other teams and key stakeholders
- Develop and share templates to support non creative colleagues in implementing our visual identity consistently and accurately
- Respond to internal and external ad-hoc requests for brand assets and information
- Support in developing and delivering brand training to colleagues around the world

- Work with social media and other digital colleagues to ensure content specs are correct, applicable and suitable for audience
- Meet deadlines, working to both time and budget

Brand Team

- Some evening and weekend work may be required on an ad hoc basis, including attending events as a Practical Action representative
- Any other activities assigned by the Brand Manager

PERSON PROFILE

The ideal candidate will be able to demonstrate:

- Creative flair and an instinct for good design
- Excellent all round design skills – with a strong foundation in digital content design for web, video, infographics and social media platforms
- Knowledge and experience of working in video and motion graphics
- Good working knowledge of Adobe Creative Cloud software, particularly InDesign, Illustrator, Photoshop, Premier Pro and After Effects.
- Ability to generate innovative ideas, and clearly and communicate them
- Working in partnership with other creatives and copywriters
- The ability to flex a visual identity across different audiences and formats, while retaining the core brand.
- Ability to manage a busy and varied workload, and meet deadlines
- Adaptability and flexibility in working across different stakeholders
- Attention to detail
- A relevant higher-level graphic design qualification
- Ideally agency experience

This document sets out the key responsibilities of the role but is not an exhaustive list of tasks and duties. We're on a journey to improve our marketing and fundraising and build our profile. And the needs of the role may flex within reason as we continue this journey.