**Job Description**

|  |  |  |  |
| --- | --- | --- | --- |
| **Job title** | Brand Designer  | **Job family** | Brand and Communications  |
| **Reporting to** | Brand Studio Design Manager  | **Job code** |  |
| **Location** | Remote  | **Evaluation Date** | \*\*\*\* |

|  |
| --- |
| **Job Purpose** |
| **Aspris** Aspris is a leading provider of specialist education and care, committed to delivering exceptional services to children, young people, and adults. Our network of schools and services across the UK and abroad supports individuals with complex needs and challenges. We are looking for a talented and experienced Designer with a strong creative flair and a genuine passion for crafting designs that captivate and tell powerful stories. This is an exciting time to join Aspris as we are currently working with a leading brand agency to refresh our brand to take Aspris into our next chapter as our existing brand look and feel does not accurately represent who we are and what we do. The ambition for the refreshed brand is to go ….*From muddled to consistent* *From corporate to heartfelt**From flat to celebrating young people* *From rigid to agile**From reactive to proactive**From inform to engage through storytelling* *From transactional to collaborative* ***A brand that shows up as a guiding star in the lives of young people and their families*****Job Summary**We’re seeking a **Brand Designer** who is passionate about crafting cutting-edge designs and creating impactful assets. You will work on diverse projects, ranging from print and digital materials to illustrations, animations, and video content, ensuring our brand resonates with a broad spectrum of stakeholders. Your innovative and compelling designs will help communicate our values, vision, and initiatives. Therefore, the brand designer will be joining us at a pivotal time. We will have a new set of brand guidelines, and it will be the responsibility of the brand designer to build out these guidelines and essentially build out the Aspris brand collateral from scratch.  |
| **Responsibilities** |
| **Key Responsibilities*** **Design and Branding:** Develop creative assets, including brand collateral, print materials, digital banners, social media graphics, and presentations, aligning with the brand guidelines. This will also include developing the employer brand articulation of the Aspris brand guidelines.
* **Illustration:** Create illustrations to enhance storytelling and engage diverse audiences. We have recently started to move more towards an illustrative style and so this will be a big part of the role.
* **Animation and Video Content:** Design and produce animations, motion graphics, and video content for digital campaigns, presentations, and stakeholder engagement.
* **Innovative Concepts:** Bring fresh, compelling ideas to life, ensuring the designs captivate and resonate with the intended audience.
* **Collaboration:** Work closely with cross-functional teams, including Internal Comms, HR, leadership and our school community and care homes, to translate strategic goals into visual concepts.
* **Stakeholder Engagement:** Tailor designs to communicate effectively with various audiences, including parents, young people, and professional stakeholders.
* **Trend Awareness:** Stay updated with design trends, tools, and technologies to bring innovative solutions to the table.
 |
| **Knowledge / Education / Skills** |
| **Skills & Qualifications*** **Design Expertise**: Strong portfolio showcasing cutting-edge designs across multiple platforms, including print, digital, and motion design.
* **Illustration Skills**: Proficient in creating original and engaging illustrations tailored to different audiences.
* **Animation & Video**: Experience in animation, motion graphics, and video production, using tools like After Effects, Premiere Pro, or equivalent software.
* **Creative Problem Solving**: Ability to ideate and execute innovative concepts that align with brand identity and strategic objectives.
* **Technical Proficiency**: Skilled in Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects) and other design tools.
* **Communication**: Excellent interpersonal and communication skills, with an ability to present ideas effectively.
* **Project Management**: Strong organisational skills with the ability to manage multiple projects and meet deadlines.
* **Adaptability**: Experience working with diverse stakeholders and tailoring designs to suit varying needs and preferences.

**Preferred Qualifications*** Degree or qualification in Graphic Design, Visual Arts, or a related field.
* Experience working with or designing for public sector organisations or educational institutions.
* Familiarity with UI/UX design and prototyping tools like Figma or Sketch.
 |
| **Experience** |
| * Taking basic brand guidelines and building them out to create assets that speak to a range of audiences across internal and external.
* Experience in illustration, animation, video, photography.
* Experience creating cutting edge designs across multiple platforms.
* Strong stakeholder engagement skills.
 |
| **Responsibility** |
| **Leadership**Indirect leadership to provide influence in area of speciality.**Budgets & Equipment**Collective responsibility for the care and security of equipment and adhering to the cost and budget guidelines. **Information**Shared responsibility for the confidentiality, security and accuracy of records, data and information. Ensuring good quality documentation, which meets the organisational requirements regulatory guidelines and statutory requirements.**Communication & Interaction**Communications will regularly require some judgement involving the seeking and gathering of information with the need for some explanation. May have interactions which contain distressing information. |
| **Safeguarding** |
| All colleagues have a responsibility to protect and safeguard vulnerable individuals at risk (whether children or adults). Colleagues must be aware of local child and adult protection procedures and who to contact within the Local Authority Safeguarding Team for further advice. All colleagues are required to attend safeguarding awareness training and to undertake additional training appropriate to their role. |
| Working Environment |
| Remote with some office working (London or Leicester predominantly) and the need to visit our schools or homes occasionally. |