

**JOB TITLE: GRAPHIC DESIGNER/CONTENT CREATOR**

**REPORTS TO: DIRECTOR OF MARKETING**

#### Background

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Executive Education is a major activity in Cambridge Judge Business School (CJBS) operated by JBS Executive Education Ltd. (JBSEEL), a limited company wholly owned by the University of Cambridge. Executive Education provides open and customised programmes to the corporate world that are built on the knowledge and expertise of our network of academics and business practitioners.

The department works with the faculty from the Business School and the wider University to design and deliver a range of short courses for senior executives from around the world. The programmes are of broadly two types: open enrolment and custom designed programmes. Our open programmes are held throughout the year in Cambridge, and are timetabled between 12 and 18 months ahead, while custom programmes are specifically designed for our clients' needs.

The Marketing team within Executive Education is small, with six staff in total, but is highly motivated and respected within the Business School. The last two years have seen a process of considerable change and continuous improvement of the numbers. The cornerstones of that have been a focus on new ideas, commitment to learning and being better at what we do, together with a relaxed, flat structure where ideas are encouraged and acted upon. With that success has come very substantial increases in budget and hence the need for a dedicated role to fulfil the growth ambitions of the organisation in increasingly competitive markets.

#### The role

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The Graphic Designer/Content Creator is a permanent, full-time role within Executive Education reporting to the Director of Marketing and supporting across all marketing activities within Executive Education. Working closely with the rest of the Marketing team and other functions within Executive Education, the role holder will have a series of responsibilities which are detailed below. However, this is substantially a new role and it will allow the role holder an opportunity to help shape the future of this role and the technical and graphic capability within Executive Education. This is an environment and a team which actively encourages and supports innovation and initiative. The role holder may, in some instances, be personally responsible for the creation of such content, or they may collaborate with third parties such as writers, editors, videographers to produce content. They will also oversee all delivery, such as print or other materials and ensure appropriate compliance with, and interpretation of, our brand guidelines.

## **Main responsibilities**

### Graphic design

- Design graphic content, illustrations, infographics etc for: brochures; webpages; presentations; digital ads; and some print material.
- Manage project resources and timescales needed to meet required deadlines.

### Brochure development

- Responsible for the ongoing design, creation and maintenance of our digital brochures for our Open programmes in InDesign.
- Use content authoring tools to develop high quality digital content.
- Oversee and conduct minor updates through to initial development of brochures and periodic design refreshes.
- Management of a stock photo library and other digital and design assets.

### Customer bid support

- Support the Bid Manager on all aspects of the bid process for new business within our Custom (B2B) business with high quality, innovative and engaging collateral.
- Play an active role in building storyboards, scripts and presentations, as well as developing infographics, animations, and eBooks etc to articulate our offering and value proposition to clients.

### Video development

- Creation of an in-house video production capability for Executive Education.
- Management of the available budget to procure the equipment identified for this facility.
- Execution, configuration, and management of the studio space.
- Film and edit high quality video for use on the website, in pitches and on social media.

### Content and brand review

- In close collaboration with the wider Marketing team, the role holder will be responsible for the review of content which is generated either in-house or by third party collaborators. This will include client materials which are co-branded.
- Responsible for the Oversight and development of Executive Education brand guidelines, liaising and collaborating when required, with the CJBS Corporate Communications & Marketing team.

### Stakeholder relationships

- Establish and maintain collaborative working relationships with colleagues within Executive Education as well as the wider central team within CJBS, e.g. facilities, AV and IT, constantly evaluating and seeking to improve how we work together.

- Work alongside colleagues and faculty to effectively build and maintain together our reputation as a pre-eminent provider of executive education programmes who are proactively innovating in the digital space.

#### Professional development and provide input into wider marketing strategy

- Look to develop new methods and technologies that will support the development of new digital assets and innovation across the design of our materials.
- Through team meetings and appraisals provide professionally related insights and ideas that will in turn impact Executive Education's design methodology.

#### The person

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The ideal candidate should have the following qualities, skills, and attributes. You are asked to provide a CV and a covering letter demonstrating how your own experience meets these requirements:

- Educated to degree level ideally in a graphic or instructional design related subject or equivalent professional experience.
- Significant experience of developing graphic content across all media, inclusive of print, digital, video and animation.
- Thorough knowledge of appropriate packages such as InDesign and Adobe Creative Cloud etc.
- Excellent communication skills, with a close attention to detail.
- Self-motivated, confident and articulate. Enjoys working as part of a team.
- Experience of working for multiple stakeholders in a customer facing environment.
- Ability to write effective copy, instructional text, audio scripts/video scripts into engaging creative copy that will articulate complex ideas into structured, engaging content.
- Ability to create visualisations and prototypes/mock-ups for sharing ideas with colleagues.
- Evidenced experience of building storyboards and scripts.
- A strong understanding of digital pedagogies is desirable.
- Knowledge of the trends in the development of graphic and visual design and a willingness to learn about the different commercial contexts within Executive Education.
- Ability to develop an understanding of accessibility and inclusion as part of an effective design and content approach.
- Ability to independently manage multiple tasks effectively at the same time, often under pressure and within existing frameworks.
- Ability to engage with stakeholders and scope design and production requirements.
- Able to work in a team of multi-skilled professionals.
- Energetic, team player, with an enthusiastic solution based approach.
- Good organisational and time management skills with proven ability to manage your own digital learning design projects and work to strict and multiple deadlines.

## Benefits

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This is a full-time position working 40 hours per week and attracting a competitive salary. There will be a six-month probationary period. Holiday entitlement is 33 days per annum plus eight days of public holidays for full-time staff (the holiday year runs from 1 October to 30 September). After successful completion of the probationary period, the post holder will be eligible to participate in the Company's staff incentive plan (Annual Employee Bonus Scheme).

The University of Cambridge comprises more than 150 departments, faculties, schools, and other institutions, plus a central administration and 31 independent and autonomous Colleges. It is one of the world's oldest and most successful universities, with an outstanding reputation for academic achievement and research.

With excellent benefits, extensive learning opportunities and a stimulating and attractive environment, the University of Cambridge is a great place to work. Our employees are eligible for a wide range of competitive benefits and services. We give them access to numerous discounts on shopping, health care, financial services, and public transport. We also offer final salary pensions and tax-efficient bicycle and car lease schemes.

We have two nurseries and a holiday play scheme to help support those with childcare responsibilities and we offer various types of family-friendly leave to aid employees' work-life balance. In addition, we operate a number of initiatives to promote career development, health and well-being.

Further details can be found at [www.admin.cam.ac.uk/offices/hr/staff/benefits](http://www.admin.cam.ac.uk/offices/hr/staff/benefits). There is also a range of information about living and working in Cambridge at [www.jobs.cam.ac.uk](http://www.jobs.cam.ac.uk).

## Application arrangements

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Candidates are asked to submit a full curriculum vitae and a covering letter explaining their interest in the position and how their experience would help them to fulfil the role, to Derrick Mabbott, Director of Marketing: [d.mabbott@jbs.cam.ac.uk](mailto:d.mabbott@jbs.cam.ac.uk) and Helen Machin, HR Manager: [h.machin@jbs.cam.ac.uk](mailto:h.machin@jbs.cam.ac.uk).

**The closing date for applications is Monday 8 August 2022.**

Applicants are required to provide details of two referees. These will not be contacted unless the applicant is shortlisted.

## Equality of opportunity at the University

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The University of Cambridge is committed to a proactive approach to equality, which supports and encourages all under-represented groups, promotes an inclusive culture and values diversity. Entry into employment with the University is determined by personal merit and by the application of criteria required for the post. No applicant for an appointment or member of staff will be treated less favourably than another on the grounds of sex (including gender reassignment), marital or parental status, race, ethnic or national origin, colour, disability (including HIV status), sexual orientation, religion, age or socio-economic factors.

The University has various diversity networks which help it to progress equality; these include the Women's Staff Network, the Disabled Staff Network, the Black and Minority Ethnic Staff Network and the Lesbian, Gay, Bisexual and Transgender Staff Network.

## Information if you have a disability

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The University welcomes applications from individuals with disabilities and is committed to ensuring fair treatment throughout the recruitment process. Adjustments will be made, wherever reasonable to do so, to enable applicants to compete to the best of their ability and, if successful, to assist them during their employment.

We encourage applicants to declare their disabilities in order that any special arrangements, particularly for the selection process, can be accommodated. Applicants or employees can declare a disability at any time.

Applicants wishing to discuss any special arrangements connected with their disability can, at any point in the recruitment process, contact, Helen Machin, HR Manager, who is responsible for recruitment to this position, by email at [h.machin@jbs.cam.ac.uk](mailto:h.machin@jbs.cam.ac.uk). Alternatively, applicants can contact the CJBS HR Team at [hr@jbs.cam.ac.uk](mailto:hr@jbs.cam.ac.uk).