



We're looking for a Graphic Designer

Salary: £30,000 - £36,000 (for a full-time role)

Hours per week: 30 - 37.5

Reports to: Communications Manager

Join the team!

We are looking for a talented and committed Graphic Designer to support our vision as we continue to grow both in our positive impact on communities and our scale of operation for our group of award-winning social enterprises.

Who we are

We believe we can create a better world - one which is good for people and good for the planet. We believe in tackling inequality and the challenges of sustainability - at the same time - through a new inclusive way of working. We do this through supporting people who are often on the margins of society - believing in people and creating opportunities to build a better world.

What are we looking for?

We need someone who can **take our brand and communications to the next level**. Someone with a creative eye to who can **create a visual identity for Down to Earth that reflects our values, mission, and personality**, and a knack for **making complex concepts easy and engaging to understand!**

Not business as usual

We are most definitely not "business as usual". Since 2005 we have been offering life-changing experiences to some of the most disadvantaged communities in Wales by involving them in creating stunning buildings and outdoor spaces with natural materials and renewable technologies. **We need someone who can get across the magic of what we do in clear, concise, and visually engaging ways.**

Working hours and location

This role can be **between 4 and 5 days per week**, depending on circumstances. Normal working hours are 8:30am to 4.30pm at our beautiful Gower sites, however flexible working, and working from home up to 50% of the time, is available for this role.

Salary Range Benefits

£30,000 to £36,000 for a full-time role, subject to experience.

Benefits and work environment

- Be a part of a team that has a positive impact on people and the planet!
- 25 days holiday plus Bank Holidays
- Additional holiday accrual and leave options with years of service
- 3% employer pension contributions
- Extensive training and team development, including annual team away days
- Free access to our stunning sites for personal events
- Subsidised EV charging
- Flexible working hours

Purpose & Scope

As a small and adaptable team, we find that within one role, you can end up wearing many hats. As our Graphic Designer, your main purpose is to work closely with the Communications Manager to **develop a clear visual creative brand strategy**, which includes:

- Working with Project Teams **to develop marketing materials** that highlight the impact they make
- **Manage our website**, ensuring our digital 'home' is in order and provides a welcoming and beautiful place for our visitors to land
- Partnering with internal project teams to **create internal communications and learning materials** that align with our brand voice

Responsibilities:

A full job description will be shared during the interview process. Highlights include:

- Design and develop all existing external facing communications to tell a story that communicates what Down to Earth is about
- Identify and develop the core messages to develop marketing material for our entire product range that resonates with our market
- Develop graphics for our website, leaflets, posters, on site signage and hoarding, interpretation panels, infographics and social media platforms.
- Evolve the graphic design of our merchandise and branded kit
- Develop our 'look and feel' with colours, fonts, imagery, and wording to create a brand 'Voice'
- Create templates and documents for internal use, such as letterheads, flowcharts & training materials

- Manage the technical aspects of the website, ensuring functionality, and enhancing user experience with interactive graphics, engaging content and responsiveness
- Increase traffic and visibility through use of SEO
- Integrate Welsh language into everything we do

Person Specification:

Skills, Knowledge & Experience: essential

- At least 5 years' experience in Graphic design with a strong portfolio of illustrations or other graphics
- At least 5 years' experience in website management experience
- Experience developing a brand for an organization
- Experience working directly with clients and developing ideas/narratives and visual design concepts from an initial brief
- Familiarity with design software and technologies
- A keen eye for aesthetics and details
- Creativity, confidence and enthusiasm
- A genuine interest in creating work that challenges attitudes, changes minds, and makes a difference

Skills, Knowledge & Experience: desirable

- Degree in Design, Fine Arts, or a related field
- Interest and some experience of video and photography
- Welsh language skills

Are you interested?

Go to our website to download an application form:

www.downtoearthproject.org.uk

This post outlines our immediate need and also the direction we are looking to grow in. If you consider yourself a partial fit with a lot of passion for what we do, and a willingness to learn and grow, we invite you to apply.

Submission: Application Form, Current CV, & Portfolio (**We must receive all three to consider your interest in this role.**)



Apply to: email jobs@downtoearthproject.org.uk

Deadline: By midnight on Sunday 7th April 2024

We'll be interviewing on Monday 15th April at our Murton site in Swansea (SA3 3AP).

The position is available immediately. We can be flexible with the start date for the right person.

Thanks for reading!

 downtoearthproject.org.uk
01792 232 439
 @DTEProject

