

Senior Creative Designer Job description

Together we are help and hope for everyone living with dementia



Who we are

Dementia is the biggest health and social challenge of our time.

There are currently estimated to be 900,000 people in the UK with dementia. Many are undiagnosed and facing the realities of their condition alone.

At Alzheimer's Society we're working towards a world where dementia no longer devastates lives. We do this by giving help to those living with dementia today and providing hope for the future.

We're here for everyone living with dementia.

As a Society, we are made up of people with dementia, carers, trusted experts, campaigners, researchers and clinicians. We are the UK's largest collective force of people with unparalleled knowledge and over 40 years of experience addressing the biggest challenges facing people living with dementia.

Together we are help and hope for everyone living with dementia.

Our values

Our values tell everyone who we are as an organisation. Our values make sure that our focus is clear for the challenges and opportunities ahead and remind us what we all stand for. Our values are evident in everything we do, how we do it and how we work together.

These are not just words on a wall, we live these every day in all our work. We are Determined to make a difference when and where it matters most, by being passionate, focussed and making a lasting impact for people affected by dementia.



Determined to make a difference

We're passionate, we're focused and we make a lasting impact for everyone living with dementia.



Trusted expert

We're listening, we're learning and we use experience and evidence.



Better together

We're open, we combine our strengths and we achieve more together.



Compassionate

We're kind, we're honest and we don't shy away from challenges.

Through our values we will make the greatest difference for people affected by dementia. Whether you are someone living with dementia, a family member or carer, a supporter, a donor, a colleague from another organisation, an employee or a volunteer, these four values will shape your experience with Alzheimer's Society.

Senior Creative Designer

Position in the Organisation

Reports to the Head of Creative and Brand Engagement
Member of our Income and Engagement Department.

Purpose of this Role

We are here for anyone affected by dementia to help them navigate some of the hardest and most frightening times of their lives.

We are advisors, supporters, fundraisers, researchers, influencers, communicators, technical specialist and so much more. We are volunteers, we are employees, and together we are here to make a difference to the lives of people living with dementia and their carers.

Successful, strategic creative development and execution of our brand is essential to maintain our reputation and credibility as a directorate and as a leading dementia charity. So we need continue to develop our robust in-house creative team - producing consistently excellent creative work, nurturing the brand and working collaboratively across design, copywriting and video to drive our fundraising income and extend our audience reach.

We need a hands-on, conceptually and strategically focused Senior Creative Designer who will lead and inspire a busy design team of two, and work collaboratively with our Senior Creative Copywriter. We need a great communicator who's keen to build good relationships and develop exceptional visual creative standards across the organisation. They'll report to the Head of Creative and Brand Engagement and work closely with our delivery and brand integration teams. This is a new role within the department.

We are looking for someone who exemplifies our values, someone who is: **Determined to make a difference** when and where it matters most. **A Trusted Expert** who believes in working **Better Together** and demonstrates true **Compassion**.

We're a national charity providing dementia support to a community that's ethnically diverse. We welcome applications from people of all backgrounds, particularly those from ethnically diverse communities who are traditionally underrepresented in the charity sector leadership roles.

Key Accountabilities and Responsibilities

- Creative, expert leadership for the design team, to ensure in-house creative design inspires and supports income generation and organisational aims, reinforcing and aligning with our visual identity and brand strategy. The Senior Creative Designer will collaborate with fundraising and other communications teams across the organisation and will have significant impact on the creative success and financial performance of campaigns across the directorate.
- Lead and inspire the creative response to design briefs and ensure all design work is aligned with the Alzheimer's Society brand and organisational strategies.
- Lead and inspire the pro-active identification of bespoke design projects to meet the needs of our brand and organisational strategies, identifying space for new work or improvements needed.
- Line management of a creative designer and digital designer/ animator, and when required, supervision of our freelance designers to ensure standards are maintained

- Work closely and collaboratively with our Senior Creative Copywriter to deliver creative concepts.
- Build productive relationships with cross-function peers across the organisation to promote the importance of creative excellence and brand consistency; influencing the quality of Alzheimer's Society's creative work as a whole by coaching peers in good creative working practices to drive successful outcomes.
- Work collaboratively with cross-function peers and external stakeholders as a trusted expert and as one of the ambassadors for the Creative team and the department as a whole, to build our reputation as pro-active creative leaders..
- Working with our Brand Integration team, support and consult with colleagues at all levels of the Society and with our creative partners to deliver a consistent and unified brand experience across all audiences and touchpoints. Successful, strategic creative execution of our brand is essential to maintain our reputation and credibility as a directorate and as a leading dementia charity.
- Ensure Alzheimer's Society's EDI policy is reflected in our approach to our visual creative work, for example displaying a range of ages, gender, ethnicity and types of dementia wherever possible.
- Working with our Creative Delivery team, ensure design work is delivered on time, effectively and efficiently to a high standard of technical and creative excellence.
- Advise on allocation of design projects to ensure work is as evenly distributed as possible and no-one is overloaded.
- Identify skills gaps and ensure design skills are kept up to date throughout the team, including planning a training programme as needed.
- Developing and running creative workshops and coaching cross-function peers
- Commission and art direct photography as needed.
- Supervise the work of our associate freelancers where required.
- Ensure design processes including time logs and archiving are maintained and improvements are made where needed.
- Ensure all design work is accessible.
- Ensure data protection and information governance policy compliance on all design projects.
- Act as leading expert consultant on design matters across the Society.
- Working with the rest of the Creative team and the Brand Integration team, ensure the preferred creative suppliers list is reviewed regularly.
- Take part in regular quarterly brand audits, reviewing in-house and external creative work form across the organisation.

We are looking for someone who can...

- Adhere to all the Society's service standards, policies and procedures.
- Comply with the data protection regulations, ensuring that information on clients remains confidential.
- Be responsible for personal learning and development, to support the learning and development of others and the whole organisation.
- Work in a manner that facilitates inclusion, particularly of people with dementia.
- Implement the Society's health and safety policy and procedures, ensuring that all practices and procedures are undertaken in accordance with a healthy and safe working environment and that all staff and volunteers for whom you may be responsible are aware

of their responsibilities in respect of their role, monitoring data and recommending action as required.

- Administrate and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines, and reporting requirements.
- Follow the Society's management information guidelines and requirements, including ensuring appropriate monthly measures on service usage levels are collected and submitted on the services database or other systems in accordance with deadlines.

Person Specification and Selection Criteria

Skills & Knowledge	Essential (E) or Desirable (D)	Application (A) or Interview (I)
Graphic design degree or equivalent experience	E	A/I
Track record of creating great creative concepts and inspiring others to create excellent work	E	A/I
Experience of line management	E	A/I
Strong and demonstrable creative digital and print design experience either within a creative agency or an in-house creative team	E	A/I
Experience of working with a major commercial or charity brand	D	A/I
Ability to understand, interpret and implement organisational and brand strategies	E	A/I
Used to dealing with ambiguity and working in an agile way when required	E	A/I
Sound technical knowledge and experience for digital and print	E	A/I
Experience in running workshops and coaching team and peers	E	A/I
Ability to exercise diplomacy and tact when working through challenges with the team or other internal or external stakeholders	E	A/I
Ability to energise and influence colleagues in the department, directorate, wider organisation and external partners	E	A/I
Strong presentation skills	D	A/I
Ability to challenge where needed, persuading and influencing at senior level as well as peers	E	A/I
Commitment to working in partnership with a creative copywriter	E	A/I
Commitment to the cause, values and goals of Alzheimer's Society	E	A/I
Commitment to collaborative and integrated ways of working	E	A/I
		A/I
Competencies & Personal Attributes	Essential (E) or Desirable (D)	Application (A) or Interview (I)

Excellent communication and influencing skills, both verbal and written	E	A/I
Work collaboratively and be able to prioritise your workload effectively and remain solution focussed throughout your areas of work.	E	A/I
Strong interpersonal and interpretation skills will allow you to have open jargon-free conversations with the business.	E	A/I
Excellent organisational and timekeeping skills.	E	A/I
Excellent attention to detail.	E	A/I
Be a team player, supporting colleagues when there are deadlines, and who knows when to ask for help themselves.	E	A/I
Be a self-starter and incredibly motivated.	E	A/I

Essential requirements are those, without which, the post holder would not be able to fulfil the responsibilities of the role.

Desirable requirements are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

This post will be subject to a satisfactory Criminal Records Check, from either the Disclosure and Barring Service (England & Wales), Disclosure Scotland Check (Scotland) or AccessNI (Northern Ireland).

If you require further information regarding Criminal Records Check, then please contact: careers@alzheimers.org.uk

Our benefits



Financial Security

- Group Personal Pensions Plan with Scottish Widows - with up to 8% employer contribution rate
- Life Assurance Scheme - two times your annual salary
- Society Plus and Smart Spending App - giving you unbeatable savings at hundreds of retailers
- Bike Loan Scheme
- Season Ticket Loan Scheme



Health & Wellbeing

- BUPA Healthcare Plan
- 24/7 Employee Assistance Programme including online and face to face counselling
- Discounted Gym Membership with Society Plus
- Lived Experience Networks
- Wellbeing Events
- Bike Loan Scheme



Personal Development

- Apprenticeships
- Women in Leadership development programme
- Leadership development programme
- Early career researchers
- Financial support towards relevant professional qualifications
- Study leave



Family & Dependants

- Paid time off work for fertility treatment
- Paid time off work to support those transitioning
- Enhanced family leave – 16 weeks paid leave for all eligible parents
- Paid compassionate time off work and bereavement leave
- Paid time off work for dependants



Recognition

- Annual people awards evening
- Long service awards
- Thank you eCards
- Values Hero and Society Legend Awards



Work Life Balance

- Starting at 27 days annual leave plus bank holidays (pro-rata)
- Career breaks
- Flexible working