

## Job description

<b>Job title:</b>	Digital Designer
<b>Type of employment:</b>	Full time
<b>Salary:</b>	£35-40,000 p.a., depending on experience
<b>Location:</b>	Belgravia House, Horseferry Road, London, SW1P 2AF
<b>Reporting to:</b>	Head of Digital and Communications
<b>Direct reports:</b>	None

## Background

RCVS Knowledge's mission is to advance the quality of veterinary care for the benefit of animals, the public and society. We do this by providing a range of resources and services to veterinary surgeons, veterinary nurses and the wider veterinary industry. We are the charity partner of the Royal College of Veterinary Surgeons, which sets, upholds and advances the educational, ethical and clinical standards of veterinary surgeons and veterinary nurses.

RCVS Knowledge is embarking on an exciting period of growth. Our expanding resources are highly regarded by the veterinary profession, and our aim is now to increase the awareness and use of our materials by making sure they are easy to find and use, attractive and well branded.

## Job purpose

The Digital Designer designs our digital output to attract and drive engagement with our target audiences. The designer ensures our digital assets are accessible, on brand, and optimised for search, in the case of websites. The Digital Designer works with editorial, web developer and project lead colleagues to ensure our communications and digital activity are produced to a high standard, on time and on budget. This is a new role, so the required skills may change over time as the charity's activity develops. The roleholder will be supported to expand skills to undertake any new priority activity that emerges.

## Key responsibilities

1. Update and enhance the design of our websites and newsletters to optimise the user experience and accessibility across all platforms, devices and browsers.
2. Ensure information architecture of websites and newsletters is appropriate and user-friendly for target audiences, drawing on audience and technical research.
3. Ensure our web estate is presented as an attractive and coherent whole, in terms of graphic design and consistent user experience.
4. Ensure websites and resources are easy to find by improving SEO and user journeys.
5. Provide guidance for content editors in accessibility and SEO.
6. Design adverts and infographics for use across a range of media.
7. Ensure our visual identity is used correctly on all digital output.
8. Extend visual identity assets as necessary for different channels, including newsletters, social media and multimedia as needs arise.

## Other

- Work closely and collaboratively with the team and colleagues in the wider organisation to devise engaging and consistent ways to promote our activities across media.
- Work productively with partner organisations, agencies and freelancers, as necessary.
- Maintain an awareness of emerging best practice and trends in web and digital design.
- Review use and performance of digital output to make iterative improvements.
- Undertake professional development, as required.
- Undertake any other duties relevant to the objectives of the post.
- Contribute to the wider activities of RCVS Knowledge, as appropriate.

## Required skills, knowledge & experience

- Experience of creating responsive, accessible websites based on user-centred design
- Excellent understanding of accessibility, UX and responsive design principles
- Strong HTML5 and CSS3 to create designs from scratch for multiple devices
- Excellent Adobe PhotoShop and Illustrator
- Knowledge of design tools/apps, such as Sketch, Adobe XD, Zeplin and Figma
- Experience of conducting IA reviews and implementing recommended changes
- Understanding of SEO principles
- Google Analytics and Google Tag Manager
- GIT version control to update projects and track changes
- Experience of producing striking and effective online designs from concept to delivery
- Proven ability to work collaboratively and productively with non-technical colleagues
- Initiative, energy and enthusiasm, and ability to work efficiently on several projects at once
- Ability to work independently, as the sole designer within a multi-skilled team

## Desirable skills, knowledge & experience

- Knowledge of WordPress CMS (theming, plug-ins, management)
- Experience of newsletter design
- Experience of designing infographics
- Knowledge of JavaScript includes
- Print graphic design skills (Adobe InDesign) and experience of preparing artwork for print
- Project management experience
- Photography skills
- Video, animation and/or audio production skills
- Experience of working within the not-for-profit sector