

Role Profile

Job Title:	Graphic Designer
Reporting to:	Head of Content Delivery
Business Area:	Delivery
Location:	Manchester

The Mission:

To create compelling, industry standard designs for video, PDF communications and training content for customers to encourage user adoption at every stage of a customer's digital transformation project.

Responsibilities:

- Work within CREATE team to produce communication and training videos to support digital transformation projects for global customers.
- Interpret customer branding and work to specific guidelines and creative briefs. Offer informed advice.
- Create Visual Scoping Documents for video content and be able to lead discussion with customers.
- Create concept designs aligned to client brand guidelines and briefs, ensuring that the highest standards of work are maintained.
- Use creativity and flair to design fresh and appealing graphics and build storyboards for video content.
- Create Templates in InDesign or Microsoft Office for customer PDF training guides
- Work with internal AppLearn colleagues to create assets for sales and marketing content.
- Research design trends and implement these where appropriate.
- Own your own workload and manage this in line with your team, and to delivery deadlines.

Outcomes:

- Successful and timely delivery of assigned work.
- Maximum customer satisfaction.

- Cultivate lasting relationships with customers.
- Feed into AppLearn's strategic priorities of delivery.
- Content design evolves in line with industry changes.
- Become a subject matter expert in AppLearn's tools and processes.

Competences:**Organisation & Planning**

Plans and organises in an efficient, productive manner. Focuses on key priorities. Gets things done.

Attention to Detail

Does not let important details slip, even in times of a heavy workload.

Flexibility & Adaptability

Adjusts quickly to changing priorities and conditions. Copes effectively with change.

Communication

Speaks and writes clearly and articulately without being overly verbose or talkative.

Creativity & Innovation

Creates new ideas and innovative approaches to problems.

Teamwork

Reaches out to peers and cooperates with supervisors to establish an overall collaborative working relationship.