

## Information for Applicants

### **GRAPHIC DESIGNER (maternity cover July 2016 – July 2017)**

**c. £25,000 – 30,000 (depending on experience)**

**35 hours per week**

**Edinburgh**

The Royal College of Physicians of Edinburgh restructured last year, creating a new External Relations and Policy department. The department is responsible for ensuring that the College's communications, marketing, design and policy capacity supports its strategic approach and proactively raises its profile and reputation at a local, national and international level.

The External Relations and Policy department requires an experienced Graphic Designer (maternity cover) to provide a professional and creative service to the College, working closely with colleagues across all departments. The key responsibilities of the Graphic Designer will be to provide creative design support for the production of marketing and communications materials in a variety of media, including digital, print and multimedia.

The materials will promote: services or information to Fellows and Members (existing and potential); educational events to delegates and potential sponsors; and the College's conference facilities and heritage to potential clients and external audiences. The Graphic Designer will provide design and typesetting support for the Journal of the Royal College of Physicians of Edinburgh and help to plan the best ways to reach our target audiences.

The College is about to begin the implementation of a refreshed brand and identity, and the successful candidate is required to implement the new brand working across multiple briefs in a busy organisation.

The position requires a candidate who is proactive and innovative with the ability to work cross-functionally in the College responding to the individual department's requirements and identifying design ideas to promote the College.

Selection criteria are laid out fully in the Job description and summarised below:

<b>Essential</b>	<b>Desirable</b>
Educated to degree level or equivalent.	Knowledge of multimedia packages such as AfterEffects, Camtasia and plasma publishing systems such as OneLan.
Demonstrable experience in a Graphic Design role (in house or agency).	A background working for a membership organisation, education provider or conferencing business.
Experience of journal/magazine publishing in print and online.	Experience of or interest in the health sector.

Demonstrable, multi-media (digital, online and presentation media) creative design skills.	Relevant product and sector knowledge.
Ability to design and artwork a wide range of ideas and concepts.	
Ability to apply and work within the brand guidelines.	
Expert knowledge of relevant software including Adobe Creative Suite (particularly Illustrator, In Design and Photoshop); other design and multimedia/presentation software such as PowerPoint/Keynote.	
Excellent knowledge of Acrobat and MS Office suite.	
Thorough knowledge of digital design (e.g. Dreamweaver, HTML, CSS) and understanding of accessible/responsive design.	
Thorough knowledge of web content management systems.	
Strong typography and layout skills.	
Understanding and knowledge of the internet and online publishing.	
Experience in developing/contributing to communications & design strategy and a demonstrable understanding of design for marketing and communications.	
Attention to detail and accuracy.	
Excellent team player and self-starter.	

Excellent organisational skills with a demonstrable record in meeting deadlines and using own initiative to overcome challenges.	
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This is a full time post to provide maternity cover for the period of July 2016 – July 2017. The College offers 23 days' annual leave and 11 public holidays/close downs, including over Christmas and a group personal pension scheme with employer contributions of 7%.

### **About the College**

The College is a Charity and a professional membership organisation, founded in 1681 under a Royal Charter. We support a diverse range of doctors internationally with over 12,000 Fellows and Members. Our main focus is on the standards of medicine practiced by our Fellows and Members and as such we have a role in the training and life long learning of doctors and in the development of clinical and professional standards and health policy for the benefit of patients. Our 70 staff operate from historic buildings in the heart of the New Town, approximately 10 minutes walk from Edinburgh Waverley Station.

### **Application Details**

Applications, which should include completed application and equal opportunity forms and (optional) CV, should be emailed to the College, to [s.collier@rcpe.ac.uk](mailto:s.collier@rcpe.ac.uk) by no later than **12 noon, Thursday 5 May 2016**.

Interviews will take place during the week commencing **23 May 2016**.

Interested applicants with questions relating to the post should contact Lisa Rooke, Head of External Relations and Policy on 0131 247 3688.