



LIVERPOOL
HOPE
UNIVERSITY

1844

GRAPHIC DESIGNER (DEGREE APPRENTICESHIPS) – 4BAPH01 RECRUITMENT PACK

Closing date: Wednesday 30th October
2024 by 5.00 p.m.

Included in this pack

Role Outline

About the University

Job Specific Details

Job Description / Role Profile

Person Specification

Further information and Benefits of Working at Liverpool Hope University

Useful Links and How to Apply



PERSONNEL DEPARTMENT RECRUITMENT PACK

POST: Graphic Designer (Degree Apprenticeships)

STARTING DATE: ASAP

SALARY RANGE: £28,081 - £31,387 (Grade 5) (pro rata to hours worked) per annum

TYPE OF CONTRACT: Fixed term

WORK PATTERN: 17.5 hours per week – working pattern to be determined

REPORTS TO: Director of Apprenticeships

THE UNIVERSITY

If you join us, you will be doing so at an exciting time in our development and join a team of over a thousand staff, committed to providing education to our thousands of students. Liverpool Hope University is a financially sound, vibrant academic community with excellent scholarly standards and high ambition. We are proud of our past, confident in our present and excited about our future.

Hope is a liberal arts inspired university with a unique ecumenical Christian foundation, which strives to provide a deep and well-rounded education of the whole person irrespective of faith, age, social class or ethnic origins or physical capacity. We are a real community with two beautiful garden campuses which has striven for and, we believe, achieved that balance between research and teaching. We have also successfully brought together the benefits of full University status (including RDAP) with the value of a college experience. At Hope a drive for academic excellence and a genuine concern to widen participation complement each other. Ours, we say with justification, is 'a University with a collegiate heart'.

THE POST:

Liverpool Hope University is seeking to appoint an experienced, creative, and organised individual as a Graphic Designer (Degree Apprenticeships) as we enter the Degree Apprenticeships market as a new provider.

This role will be based within the Apprenticeships Hub and involve close collaboration with the Degree Apprenticeship Marketing Coordinator, as well as the University's marketing and graphic design teams. The successful candidate will contribute to the implementation and protection of the University's brand, producing creative, professional, and eye-catching design projects across a variety of media, specifically targeting the apprenticeships market.

You will join us during the set-up phase of this exciting development, with the first cohort commencing in September 2025. In this role, you will have the opportunity to develop the visual identity of the University's degree apprenticeship offerings.

The post is a 12-month fixed term post, in the first instance.

JOB DESCRIPTION/KEY DUTIES OF THE POST:

Job Title	Graphic Designer	Code	
Subject/Service Area	Apprenticeship Hub		
Reports to	Marketing Coordinator		
Accountable To	Director of Apprenticeships		
Purpose of Job			
To implement and protect the University's brand through creative, professional and eye-catching design projects across a variety of media specifically targeted at the apprenticeship market.			

Key Tasks / Responsibilities

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| <ul style="list-style-type: none">• To create marketing materials using design software to promote and raise the profile of the University specifically in relation to Degree Apprenticeships• To design and produce a range of materials for the Apprenticeships Hub, including posters, brochures, flyers etc., including working with marketing colleagues and the senior graphic designer to create and develop an Apprenticeship Hub brand• To generate new and innovative design work and ensure the materials produced by Liverpool Hope University are fresh and engaging• To create eye catching designs for use on social media to increase engagement• To provide a full design service for all Degree Apprenticeship Open Days and Applicant Days• Working with colleagues in the Communications and Marketing team implement and protect brand guidelines for Liverpool Hope University across all designed materials to ensure a strong brand identity• To ensure all designs generated are compliance with copyright and data protection law• To create illustrations and infographics to be used to promote the University's Apprenticeship Hub• To research and source suitable imagery and graphics for Liverpool Hope's materials• To undertake any other tasks commensurate with the grade and as required by the Marketing Coordinator and Director of Apprenticeships |
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Qualifications / Experience Required

Degree or equivalent in Graphic Design OR significant relevant work experience
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Regular contacts (internal / external)

Internal: Marketing and graphic design colleagues, Apprenticeship Hub colleagues, Faculty academic teams, reprographics, finance External: marketing/design agencies

Staff Reporting to Post holder

None

NAME OF CONTACT FOR QUERIES:

Mrs. Sue Cronin
Director of Apprenticeships
cronins@hope.ac.uk

CONDITIONS OF SERVICE:

This post is based at the Hope Park Campus. However, you may be required to work in other areas of the University as and when required.

The post is a 12-month fixed term post in the first instance.

Salary scale for this post is £28,081 - £31,367 (Grade 5) (pro rata to hours worked) per annum. New appointments will normally be made on the first incremental point of the advertised grade within the salary scale. In certain circumstances, it may be appropriate to offer a candidate a higher incremental point of the advertised grade. Factors which may be taken into consideration when deciding an appropriate starting salary include; previous relevant experience in relation to the role and person specification, consideration of the current salary of the successful candidate (where this can be confirmed by documentary evidence or a reference from the existing employer), consideration of Equal Pay legislation and external market factors. A higher salary should not be offered purely on the fact that it has been requested. Any starting salary above the first incremental point of the advertised grade must be justified and supported by evidence. Salary is payable monthly in arrears by bank giro credit on and around the 20th of each month.

The annual leave runs from 1st September to 31st August. Holiday entitlement is days per year plus statutory Public Holidays and Liturgical days. This entitlement is pro-rated for part-time staff.

PERSON SPECIFICATION

Methods of assessment

Application form **(A)**

Interview **(I)**

Presentation **(P)**

Educational Requirements	Essential (E)/Desirable (D)	Method of assessment
Degree or Equivalent in Graphic Design OR relevant work experience	E	A
Postgraduate qualification in graphic design	D	A
Skills, Knowledge and Experience	Essential (E)/Desirable (D)	Method of assessment
A strong portfolio showcasing your design skills and creativity	E	A/I
Recent relevant experience in a commercial environment	E	A/I
Ability to work independently and as part of a team	E	A/I
Experience of current design tools and technologies including proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign)	E	A/I
Experience of designing and developing a range of materials, both digital and print	E	A/I
Excellent design skills with a key appreciation of current design trends	E	A/I
Excellent communication skills – written and oral	E	A/I
Proven ability to work under pressure and to deadlines and to prioritise and manage personal workloads	E	A/I
Any other requirements	Essential (E)/Desirable (D)	Method of assessment
Flexible, well organised and adaptable approach to work	E	A/I
Excellent attention to detail	E	A/I
Commitment to equality, diversity and inclusion policies and objectives	E	A/I

FURTHER INFORMATION

Liverpool Hope University has two main teaching campuses – Hope Park in the Liverpool suburb of Childwall and the city centre Creative Campus.

We have invested more than £60 million in buildings and equipment over the past eight years and we are proud of our campuses. Stunning listed buildings sit alongside modern architecture, and with beautiful gardens and facilities, which make Liverpool Hope University a unique place to work and study.

Mission and Values

Liverpool Hope University is an ecumenical Christian Foundation, which strives:

- to provide opportunities for the well-rounded personal development of Christians and students from other faiths and beliefs, educating the whole person in mind, body and spirit, irrespective of age, social or ethnic origins or physical capacity, including in particular those who might otherwise not have had an opportunity to enter higher education;
- to be a national provider of a wide range of high-quality programmes responsive to the needs of students, including the education, training and professional development of teachers for Church and state schools;
- to sustain an academic community, as a sign of hope, enriched by Christian values and worship, which supports teaching and learning, scholarship and research, encourages the understanding of Christian and other faiths and beliefs and promotes religious and social harmony;
- to contribute to the educational, religious, cultural, social and economic life of Liverpool, Merseyside, the North-West and beyond.

Liverpool Hope's Values

Hope strives to meet the following values, which are integral to the fulfilment of its Mission:

- be open, accessible and inclusive,
- take faith seriously, being fully Anglican, fully Catholic, fully ecumenical, fully open to those of all faiths and beliefs,
- be intellectually stretching, stimulating, challenging,
- be hospitable, welcoming, cheerful, professional, full of Hope; creating supportive communities in aesthetically pleasing environments,
- be well-rounded, holistic, integrated, a team, a community of communities, collaborating in wider partnerships.

Equality and Diversity

Consistent with its Mission, Liverpool Hope strives to be a university where the individual and individuality matter. We hold students, staff and visitors in high regard and we seek to foster a working and learning environment that recognises and respects difference. All staff are expected to comply with the University's Equality and Diversity policies in the performance of their duties.

Health and Safety

Liverpool Hope University is committed to ensuring the health, safety and welfare of all staff at work and of students, visitors and others by continuous improvement in standards of health and safety. All staff are expected to comply with the University's Health and Safety policies in the performance of their duties.

Sustainability

Liverpool Hope University is committed to enhancing the quality of its environment for its staff and students working and living at the University and the wider community; and aims to manage its operations in ways that are environmentally sustainable, economically feasible and socially responsible. All staff are expected to work in accordance with, and promote the University's sustainability practices.

Benefits of working at Liverpool Hope University

Liverpool Hope offers its employees a full range of benefits:

Pay and pensions

- Competitive rates of pay defined using the HERA job evaluation scheme
- Pension schemes with generous employer contributions

Home and Family

- Generous Annual Leave Arrangement
- Opportunity for flexible working arrangements
- Help with childcare costs

Training and Development

- Induction training for all new staff
- Opportunities to participate in overseas exchange with Erasmus Staff Mobility
- Staff development opportunities

Health and Well-being

- Hope Park Sports fitness suite and classes with discounted membership
- A range of food outlets with healthy eating options
- Staff counselling service
- Staff cycle scheme
- Support with lifestyle changes
- A range of social activities and groups
- On-site chapel, multi-faith prayer room and Chaplaincy
- Eye testing scheme

We also provide a variety of staff discounts ranging from reduced price Theatre tickets to discounts on beauty treatments.

Library services

Liverpool Hope's Library Service provides access to a wide-ranging collection of physical and online resources to support learning and research. The service also provides different types of study space

across both campuses to support the wide range of learning styles and needs, from individual study rooms to group spaces, and from silent study to more relaxed social learning.

Car Parking

All users of university car parks are required to pay for their use. The University has a scalable charging system for annual permits and pay and display facilities for occasional users.

We recruit staff nationally and internationally as we seek out the best to help build Hope for the future. If you join us, you will be doing so at an exciting and challenging time as we work to build a liberal arts inspired university of distinction in the UK.

Useful Links

www.hope.ac.uk/lifeathope/welcome

www.hope.ac.uk/personnel

www.hope.ac.uk/jobs

www.hope.ac.uk/gateway/staff/staffdevelopment/newinternationalstaff

www.hope.ac.uk/media/liverpoolhope/contentassets/media,42616,en.pdf

How to Apply

You can download the application form by the links below, or request a hard copy by emailing jobs@hope.ac.uk. You must return a Personal Details form (pages 1-3 or 1-4, depending on the version) and a Work History form (pages 4-8 or 5-8, depending on the version) for your application to be accepted.

<https://www.hope.ac.uk/aboutus/jobopportunities/howtoapply/>

