



Job Pack

Design & Brand Creative Community Housing Cymru



Design and Brand Creative

£30,241 rising to £31,833 after 6 month probation

We are seeking a passionate, creative, outcome focused, team player to lead on all brand, design and digital content production at Community Housing Cymru.

We're looking for a design and brand expert to work as part of a dynamic and ambitious communications team in a sector that makes a difference to people's lives.

The ideal candidate will have the ability to interpret briefs and apply strategic thinking to concepts so our messages reach audiences and end users in an engaging, creative and informative way.

The role is a fantastic opportunity to evolve and take ownership of our brand and digital content delivery at CHC.

If you feel you have the passion, skills and experience to meet the needs of this Post, we want to hear from you in a video submission! <http://chcymru.org.uk/en/jobs/chc-vacancies/>

Closing Date: 9 am 22nd March

Shortlisting date 26th March

Interview date 3rd April



CHC Background Information

As the umbrella body for housing associations in Wales, we are proud to represent our members who provide homes and services to 10% of the Welsh population. Our job is to ensure that the sector continues to prosper in Wales and is equipped for the future.

Our Vision A Wales where good housing is a basic right for all.

Our Mission Our mission is to enable Welsh Housing Associations to be brilliant.

Our Aim: By 2022

- We will be regarded by members as an invaluable and highly effective membership body.
- We will be recognised and valued by stakeholders and use this platform to make the case for housing associations in Wales.
- We will harness the sector's appetite to do things differently.
- We will be the leading voice on housing issues in Wales.
- We will provide excellent member services which add value and makes it easier for members to do their job.
- We will be a financially sustainable organisation.

Our Strategic Priorities

- 1 Influencing Our Member's Operating Environment
- 2 Telling the Sector's Story
- 3 Delivering Excellent Member Services
- 4 Equipping Members for the Future.
- 5 Running a Great Member Organisation

If you would be like to be a part of a constantly evolving and high-performing team, then we'd welcome your application.



How to Apply

Many thanks for showing interest in the above post.

You will find the following details in this job pack:

- Job description, person specification and information on terms and conditions.
- We'd like you to produce a film (maximum 60 secs) which tells us why you are applying and what skills and experience you'll bring to the role. Films can be shared in Mp4 or MPEG formats. We encourage creativity, and would welcome a film that showcases your digital development content skills. We'd also like to see your CV (max 4 pages) which is tailored to your submission for the role.
- Equal opportunities form. This form will not be used at any stage of the recruitment process, and will be separated from your application form immediately on its receipt. Any information given on this form will remain confidential and will only be used for monitoring purposes to assess the effectiveness of our equal opportunities policy.
- If you have queries on the role please email rebecca-goodhand@chcymru.org.uk

The completed film, CV and equal opportunities form must be returned, marked Private and Confidential – Design and Brand Creative to:

Julia Sorribes
Community Housing Cymru
2 Ocean Way
Cardiff
CF24 5TG

Or emailed marked in the subject tab as Private and Confidential – Design and Brand Creative to julia-sorribes@chcymru.org.uk by 9am 22nd March. All submissions will be held for 6 months in line with best practice to ensure we are able to give feedback to unsuccessful candidates and to support the organisation if a claim was brought against it.

Interviews will be held on 3rd April at our offices.

We look forward to receiving your completed submission in due course.

Yours Sincerely

Phillipa Knowles

Director of OD and Resources



Outline of Benefits

Post	Design and Brand Creative
Location	Based in Cardiff
Pay	£30,241 rising to £31,833 after 6 months probation
Hours	Role is based on 35 hours week. We work flexibly within the organisation with no core hours and a focus on work outputs.
Holidays	25 days rising by one day for each completed year of service, to a maximum of 30 days and all public holidays. Four additional days off during Christmas and New Year holidays.
Probation & Supervision	Six months.
Gym	£25 subsidy / month.
Cash Health Plan	Paid for cash health plan (Simply Health).
Notice Period	One week. After 6 month probation, 4 weeks
Pension	Social Housing Pension Scheme Defined contributions scheme. Employer contributions at 5%.
Learning and Development	Individual budget
Offices	Modern office environment with onsite car parking.



Post:	Brand & Design Creative
Grade:	Advisor/Senior Specialist
Reports to:	Communications and Marketing Manager
Fixed term:	Full time
Office Base	Cardiff

Key Contacts

Printers and other suppliers, group staff, Housing Associations, CHC's Communications Network, CHC Board and other design/advertising agencies.

Main purpose:

- To lead on all brand, design and digital content production ensuring high quality delivery of work across print, web and digital platforms.
- To be the design expert within the organisation, ensuring strategy and concepts align with CHC's strategic priorities and direction.
- To work as part of the Communications team to ensure that engaging, informative, creative messages are delivered to our key audiences and stakeholders.

Key tasks

- To interpret briefs through an understanding of user journeys and audiences, and propose engaging design approaches to meet objectives.
- To apply strategic thinking and recommendations on how to provide the best service for end users/ audiences.
- To develop high quality digital, print and web content with strong knowledge of audiences and CHC's strategic priorities.
- To maintain an up to date understanding of key tools and trends to inform design production and evolve CHC's current brand and content.



- To work with the communications team to make complex and technical messages engaging, simple and accessible for different audiences.
- To develop brand guidelines, materials and visual identify for the organisation and ensure that other staff adhere to these guidelines through training, guidance and monitoring.
- The management and liaison of the printing element of CHC designed material with printers and other suppliers.
- To ensure a consistent brand across all print, web and social media platforms
- To work closely with the Communication and Policy teams on specific campaigns.

Other

- To work closely with other members of CHC to ensure effective service delivery for members.
- To maintain effective relationships with colleagues and work collaboratively.



Person Specification:

Listed below are the requirements needed to undertake this job. These will form a key part of the selection process and your ability to meet these criteria should be demonstrated in your CV and video submission.

Criteria	Necessary Requirements
Qualifications	<p>Essential</p> <ul style="list-style-type: none"> • A Diploma or degree in Graphics, Visual Communications or related field, or equivalent experience
Experience, Knowledge and Skills	<p>Essential</p> <ul style="list-style-type: none"> • Take a user-centered design approach and rapidly test and iterate designs. • Collaborate with other team members and stakeholders. • An ability to ask smart questions, take risks and champion new ideas. • Ability to clearly and effectively communicate design processes, ideas, and solutions to teams. • A clear understanding of the importance of user-centered design and design thinking to suit different audiences.
User experience	<ul style="list-style-type: none"> • Lead on design direction, recommendations and concept production in response to communications briefs • Present concept visualization through sketches, drawings and illustrations • Integrate technical and visual solutions into a design concept • Schedule projects and define budget constraints • Experienced in brand development
Design	<ul style="list-style-type: none"> • Experienced at creating compelling digital content across all the major social platforms • Excellent film and editing skills to lead our film-led content creation to be used across our communications platforms • Has knowledge of the wider digital economy and advances in technology
Content creation	<ul style="list-style-type: none"> • Relevant design and content production experience • Experience of working on bilingual designs • Experience of liaising with printers / suppliers / advertising agencies • Knowledge and understanding of accessibility guidelines • Up to date knowledge of design trends and ability to communicate them to other team members • To be proficient in graphics software such as the Adobe Creative Suite: In design, Illustrator and Photoshop. • Proficient coding skills: HTML and CSS • An outstanding portfolio which showcases original ideas, with a commitment to meticulous craft, execution and experience in designing across different platforms.



<p>General</p>	<ul style="list-style-type: none"> • Excellent organisational and communication skills • Ability to prioritise and work to tight deadlines • Ability to work within a team and contribute towards shared goals • Excellent interpersonal skills • Experience of working in a pressurised environment • Excellent time and project management skills • Highly effective IT skills, including use of Microsoft Office programmes • A ‘can-do’ attitude – you can make things happen! • Ability to liaise and network with a variety of groups and partner organisations. • Initiative and ability to work without direct supervision. • Thoroughness with an eye for detail. • Self-motivated with the ability to take initiative • Be open to receiving feedback and constructive criticism. <p>Desirable</p> <ul style="list-style-type: none"> • Experience in UX design – support a core team with the overall functionality of a product/s, (thinking about our website here) and in order to ensure a great user experience, make changes based on user-testing. • Translate concepts into user flows, wireframes, mockups and prototypes that lead to intuitive user experience for a wide range of devices and interfaces. • Excellent photography skills with technical knowledge • Knowledge of the social housing sector • Experience of web design and development. • Ability to speak and write in Welsh • Driving license and access to a car
----------------	--