
Graphic Designer Job Description

Date 12 02 24

Reporting to MRC Directors and Team

Creative and General

- Create and maintain identity and style for suites of competition materials.
- Create and maintain identity and style for MRC's marketing materials.
- Produce high quality, well-designed digital and print documents (for both project and marketing purposes) which communicate key messages strongly, are easy to read and convey a contemporary awareness of design.
- Create presentations for directors and staff.
- Contribute to maps and diagrams under direction of in-house architectural specialists.
- Create exhibition materials (banners, documents, leaflets and invitations) for projects.
- Liaise with MRC team to create photo briefs for external photographers.
- Create media releases and ensure copyright and credits are clearly stated and correct; post on MRC website via CMS.
- Produce image links for media enquiries and include copyright and credits.
- Negotiate with printers on price and quality.
- Brief and commission illustrators and other creatives.
- Research sources of imagery; be familiar with photo libraries.
- Provide general graphic design support to the office (with sign-off and support from directors).

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Advisory

- Advise on the company's corporate graphic design and update document templates as necessary.
- Advise on draft designs for competition microsites.
- Interpret client corporate design guidelines for print and web.

Administrative

- Check MRC has received brand guidelines from all new clients; advise project team leader by email; add these to project file, incorporate in project designs.
- Responsible for the organisation of visual materials in the office.
- Responsible for ordering letterhead stationery and specialist graphics sundries.
- Liaise with printers.
- Liaise with MRC's external website designer.
- Photoshop and crop photos/images.
- Maintain company image bank.
- Responsible for dropbox (file transfer systems).
- Share general office tasks such as answering the phone and greeting clients with other members of the team.

Summary:

- Create appealing visual materials which relate strongly to the written content so the finished work **communicates clearly and with confidence** – conveying MRC's core values – clarity, rigour, good organisation, design awareness.
- Focus on the communication of information and analysis.
- Generally, provide support on visual issues that arise in the office.
- Support the team's checking process, including undertaking own proof reading and quality controls before releasing materials to team.

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Key Performance Indicators

- Careful handling of a number of projects simultaneously.
- Project deadlines met.
- Ability to take direction and feedback
- Reports, presentations, exhibition materials and media releases produced to the company's standard: error-free, easy-to-read, good print quality; professional, pleasing design.

This job description is a guide to the nature of the work required in this role. It is not exclusive or exhaustive and may be amended from time to time.