

JOB DESCRIPTION

Job title	Creative Designer
Salary range	£27,219 per annum (Band F)
Department	Membership - Marketing, Communications & Digital
Working pattern (hours/weeks etc)	37.5 hours per week to be worked flexibly to meet the needs of the role. Some evening and weekend work will be required. The post holder will be expected to work across all NTU campuses.
Responsible to	Marketing, Communications & Digital Manager
Supervisory responsibility	Freelance Designers
Job purpose	To produce high-quality, engaging and accessible creative content across digital and physical channels that strengthens Nottingham Trent Students' Union's brand and helps students feel heard, connected and supported. The Creative Designer will work collaboratively across the organisation to create compelling visual communications that bring campaigns, events and services to life through graphic design, motion graphics, video and photography, while supporting the continued development of NTSU's visual identity.

Main duties and responsibilities

1	Produce high-quality creative assets across print, digital, social media, websites, events, merchandise, signage and promotional materials, ensuring consistency with NTSU's brand and visual identity.
2	Work collaboratively with colleagues across NTSU to develop creative concepts and deliver engaging visual communications that support campaigns, events, commercial activity and organisational priorities.
3	Create engaging motion graphics, animation, video and photography that bring campaigns, events and student stories to life across multiple platforms.
4	Develop and maintain NTSU's visual identity by applying brand guidelines consistently and contributing creative ideas that help evolve the organisation's visual communications.



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5	Produce creative content for websites, email marketing, digital signage and social media, ensuring work is accessible, engaging and appropriate for each audience and platform.
6	Prepare artwork for both digital and print production, working with external suppliers where required to ensure high-quality, cost-effective and timely delivery.
7	Use audience insight, campaign performance and emerging creative trends to continually improve creative output, exploring new formats and responsibly adopting creative technologies, including AI-assisted design tools where appropriate.
8	Maintain organised creative assets, photography, video, templates and design files to support efficient working, collaboration and long-term brand consistency.
9	Manage multiple creative projects simultaneously, prioritising workloads effectively while maintaining a high standard of creativity, accuracy and attention to detail.
10	Support the delivery of large-scale campaigns, events and organisational initiatives through creative planning, design, photography, video production and on-site content creation where required.
11	Champion accessible and inclusive design, ensuring communications reflect best practice in accessibility, equality, diversity and inclusion.
12	Engage in sustainable workplace practices and consider environmental impact when selecting materials, production methods and creative approaches wherever practical.

Secondary and other duties

1	To provide operational support for key NTSU membership events and activities throughout the academic year, working collaboratively with colleagues to deliver a high-quality student experience. (e.g. Freshers, Elections, Awards, Campaigns Weeks)
2	Work collaboratively with colleagues across the Marketing, Communication & Digital team to deliver an excellent, professional and responsive creative service to stakeholders.
3	Support the recruitment, induction and development of student staff, placement students or freelancers involved in creative and digital projects where appropriate.
4	Contribute to the continuous improvement of creative processes, workflows and ways of working to enhance the effectiveness and efficiency of the team.
5	Keep up to date with developments in design, motion graphics, digital content and creative technologies, sharing knowledge and best practice with colleagues where appropriate.



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6	Promote and uphold NTSU's values, including equity, diversity, inclusion and sustainability, in all aspects of work and behaviour.
7	Actively support sustainable workplace practices and contribute to reducing the organisation's environmental impact in line with NTSU policies.

Conduct and Attitude

The Union expects that the post holder will undertake their duties in a manner conducive to creating a pleasant and positive working environment, role modelling appropriate standards of behaviour and etiquette between themselves and beneficiaries, stakeholders, customers and colleagues. The post-holder will have the ability to deliver and receive constructive feedback, fostering an environment of continuous improvement and development.

Standards

At all times, the post holder will;

- Portray a positive image of NTSU, both professionally and personally.
- Actively support good sustainability practices in line with the organisation's ethical and environmental policies.
- Promote and share our commitment to a culture of equity, diversity, and inclusion, being empowered to report any concerns in line with the relevant NTSU procedures.
- Uphold the values of NTSU, demonstrating high standards of integrity, accountability, respect for others, courtesy and professionalism.
- Have a flexible approach and be willing to support colleagues in their department and the wider NTSU team.
- Undertake any reasonable task that helps NTSU achieve its objectives, given their role and position in NTSU.

Miscellaneous

- This job description reflects the immediate requirements and objectives of this post. It is not an exhaustive list of the duties but gives a general indication of work undertaken which may vary in detail in the light of changing demands and priorities.
- NTSU will periodically examine job descriptions/person specifications to ensure they accurately reflect each role.
- Following consultation with the post holder, this specification is subject to alteration to account for any substantive change in duties and or level of responsibility.



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EMPLOYEE SPECIFICATION

Job title	Creative Designer
Department	Membership - Marketing, Communications & Digital
Responsible to	Marketing, Communications & Digital Manager

How we assess applications: The Personal Specification outlines the knowledge, skills and experience required for the role. Each criteria is marked to show how it will be assessed during the recruitment process: A = Application and I = Interview. Candidates should ensure they provide evidence of the relevant criteria within their application.

Criteria	Essential	Desirable
Qualifications	Degree in Graphic Design, Visual Communication, Creative Media or a related subject, or equivalent professional experience. (A)	Relevant professional qualifications or evidence of continued professional development. (A)
Experience	Producing high-quality creative work across print and digital media. (A/I)	Experience designing for student, membership or youth audiences. (A/I)
	Working in a professional design or creative environment. (A/I)	Experience within a Students' Union, Higher Education or membership organisation. (A)
	Developing creative assets for campaigns across multiple platforms. (A/I)	Experience creating motion graphics or animation. (A/I)
		Familiarity with sustainable office practices. (A)
Skills	Producing and editing video and photographic content. (A/I)	Experience managing creative projects from concept through to delivery. (A/I)
	Working to brand guidelines while maintaining creativity and consistency. (A/I)	Experience designing for digital signage, events or large-format print. (A)
	Excellent proficiency in Adobe Creative Cloud, including Illustrator,	Experience using Adobe After Effects, Premiere Pro or similar motion graphics



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	Photoshop and InDesign. (A/I)	and video editing software. (A/I)
	Excellent visual communication, typography and layout skills. (A/I)	Experience using collaborative design tools such as Figma. (A)
	Ability to manage multiple projects and prioritise competing deadlines. (A/I)	
	Excellent attention to detail and organisational skills. (A/I)	
	Strong verbal and written communication skills with the ability to work collaboratively across teams. (I)	
Knowledge	Creative problem-solving skills with a proactive and flexible approach to work. (A/I)	Understanding of Students' Unions and the Higher Education sector. (A/I)
	Knowledge of current design trends and creative best practice across print and digital media. (A/I)	Knowledge of marketing and communications best practice. (A/I)
	Understanding of branding, visual identity and accessible design principles. (A/I)	Understanding of how different audiences engage with visual communications. (A/I)
	Knowledge of photography, video and motion graphics as communication tools. (A/I)	Understands what can be recycled on campus, and how to recycle it properly. (A)
	Awareness of emerging creative technologies and design tools, including AI-assisted workflows. (A/I)	

Don't forget: If you have the essential and / or desirable qualities we are looking for please provide specific examples in your application of how you meet them.