



Job Title: Graphic Designer

Unit/School: Marketing, Communications and Student Recruitment

Grade: 4A/B

HERA: MCSR39

Core purpose of role

Based in the Brand and Marketing team, and working closely with the Cardiff Met Sport team, you will be responsible for creating high quality and effective design across a diverse range of products, platforms and events. Ensuring all design is on brand, fit for purpose, and engages the audience is essential. You will be a creative problem solver with the ability to manage projects from concept to completion across a variety of applications including brochures and flyers, social media graphics, corporate reports, conference and exhibition resources.

You'll need a high level of creativity, passion for design and a positive attitude as well as excellent organisational skills to manage multiple projects concurrently. Reporting to the Design Manager, you will work with a wide range of stakeholders across the University from internal customers to students and colleagues from multiple teams.

Key responsibilities and contributions

- Work with colleagues, internal customers and various stakeholders to bring creative ideas to life through high quality design and original illustration.
- Act as brand guardian, building and protecting the University brand and Met Sport sub brand through correct application of our visual identity in all design work produced in-house or by approved external suppliers.
- Deliver a high quality and customer-focused in-house design service. Ensure delivery of clean artwork developing ideas from concept to completion for various projects which might include prospectuses and brochures, large format print, campaign assets, exhibition displays, signage, digital graphics, slide decks and reports.
- Liaise with internal clients from brief through to final output. Ensure clear and accurate communications, managing expectations and providing a professional service.
- Source print quotes and manage print production following Cardiff Met Procurement protocol.
- Collaborate with marketing, brand, communications and digital teams to ensure design synergy between all parties.
- Assist with the development, implementation, and management of the digital brand, ensuring all digital assets have a consistent look and feel, from visual imagery to content tone and cadence.
- Deliver work to the specifications and schedules, executing the graphic communication plan set by the Design Manager and agreed with the Met Sport Business Development Manager.
- Support students from differing sports by training and overseeing those students delivering social content.



- Utilise a variety of equipment and software to design, create, and alter media images. Use professional knowledge of design for layouts, and other related assets for use in publications and materials.
- Advise clients on University procedure and policies to ensure compliance, particularly in relation to Welsh Language Standards, design accessibility, and environmental objectives.
- Create from scratch responsive, dynamic and engaging content to help achieve service outcomes.

Person specification

Essential qualifications / Professional memberships

- Undergraduate degree or equivalent in a design related discipline.

Essential experience, knowledge and skills

1. Proven portfolio of recent commercial/graphic and web design experience.
2. Previous work experience in a marketing/ communications environment of at least four years.
3. Demonstrable professional experience of print production processes and finishing types.
4. Experience of designing bi-lingual material, with understanding of Welsh language standards.
5. Experience at optimising graphics for web design with knowledge of HTML ASP and Javascript/e marketing/HTML emails.
6. An excellent working knowledge of software packages including, Adobe Photoshop, InDesign, Dreamweaver, Illustrator, Acrobat and QuarkXPress 2025. Excellent understanding of Mac OS.
7. Understanding of the use of appropriate imagery/illustration and associated copyright issues.
8. Demonstrable experience of developing a design concept from start to finish with strong ideas, to meet the requirements of a brief within a required timeline.
9. A good eye for detail and strong typographic design and layout skills
10. Ability to work flexibly, effectively and accurately under pressure and to produce clean artwork to tight deadlines.
11. Excellent communication skills with the ability to work with stakeholders across the University in a professional capacity.
12. Superb team working skills, able to work effectively as part of a team to deliver the best outcomes for our stakeholder.

Desirable

1. A professional understanding of design, future developments within the field, and design best-practice.



2. Experience of brand development and/or producing visual identities.
3. Concept and creation of infographics, as well as professional image manipulation and retouching skills.

Welsh skill requirements

Welsh is essential to our students and staff and is a key part of our provision and services. For every position at Cardiff Met, proficiency in Welsh language is either essential or desirable. You can find information about the levels by viewing our booklet: [Welsh language skills levels](#). If a skill is listed as essential in the table below, please ensure you demonstrate this in your online application form.

Language level and general descriptor	Listening	Reading	Speaking	Writing
A1 – Beginner Can understand and use familiar everyday expressions and very basic phrases in Welsh.				
A2 - Basic user Can deal with simple, straightforward information and communicate in basic Welsh.	Desirable	Desirable	Desirable	Desirable
B1 - Intermediate user Can communicate, to a limited level, in Welsh about things that are familiar and/or work related.				
B2 - Upper intermediate user Can express myself in Welsh on a range of topics and understand most of a conversation with a native speaker.				
C1 - Fluent user Can communicate fluently in Welsh.				
C2 - Master user Can communicate fluently on complex and specialist matters in Welsh.				

Disclosure & Barring Service requirements

This post does not require a DBS check.



Supporting information

The University is a dynamic organisation and changes may be required from time to time. This job description and person specification is not intended to be exhaustive.

The University is committed to the highest ethical and professional standards of conduct. Therefore, all employees are expected to have due regard for the impact of their personal behaviour and conduct on the University, students, colleagues, business stakeholders and our community. Each employee must demonstrate adherence to our Code of Professional Conduct. In addition, all employees should have particular regard for their responsibilities under Cardiff Metropolitan University's policies and procedures.