



Job Title: Graphic Designer

Unit/School: Marketing, Communications and Student Recruitment

Grade: 4A/B

HERA: MCSR39

Core purpose of role

As a key member of the central Marketing and Brand Team, you will be a creative, hands-on graphic designer delivering the Cardiff Met brand visually through its print and digital material. The role will report to the Corporate Design Manager.

Key responsibilities and contributions

- Support the creative delivery and ongoing development of the University's brand across print, exhibitions, and selected digital outputs.
- Provide an in-house design service, offering expert advice and producing high-quality artwork from concept through to final production.
- Project-manage assigned design work (e.g. prospectuses, campaigns, signage, merchandise, digital assets), delivering innovative solutions aligned with brand and campaign guidelines.
- Plan, prioritise, and manage multiple concurrent projects, consistently delivering high-quality outputs within tight deadlines.
- Liaise directly with clients from briefing to delivery, managing expectations and ensuring clear communication throughout.
- Track and manage projects using dedicated (Function Fox) project management software to ensure accuracy and timely completion.
- Support new and innovative visual concepts that support marketing campaigns and strengthen the University's visual identity.
- Ensure all creative outputs reflect inclusivity and diversity across imagery and representation.
- Maintain up-to-date knowledge of design trends and tools including using Quark 2026 and the Adobe suite to support continuous brand evolution.
- Build relationships with external suppliers, ensuring quality, value for money, and compliance with procurement processes.
- Provide guidance on copyright, licensing, and ensure all bilingual standards and formal sign-off processes are adhered to.
- Contribute to team development by mentoring placement students, collaborating on best practice, and deputising for the Corporate Design Manager when required.

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 digital design work, clearly demonstrating creative and technical capability as evidenced through a strong and up-to-date online portfolio, which should be included in your application.
2. Substantial professional experience within a marketing, communications, or design environment.
3. Demonstrable professional knowledge of print production processes, finishing types, and preparation of artwork for print.
4. Advanced working knowledge of industry-standard design software, such as QuarkXPress 2026, Adobe Photoshop, Illustrator, InDesign and Acrobat, within a Mac OS environment.
5. Experience of designing bilingual material, with an understanding or appreciation of Welsh language standards and their application.
6. Experience of optimising graphics for web, with working knowledge of HTML and digital design requirements.
7. Sound understanding of the use of appropriate imagery and illustration, including copyright, licensing, and legal considerations.
8. Strong creative, typographic, layout, and visual design skills, with a keen eye for detail and accuracy.
9. Ability to work flexibly and accurately, producing clean, high-quality artwork to tight deadlines.
10. Good communication skills, with the ability to work professionally with the team and stakeholders across the University.

Desirable

1. Experience of using QuarkXPress (2026).
2. An understanding of designing for Microsoft Office software, including Word and Powerpoint.

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.				
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.	Desirable	Desirable	Desirable	Desirable
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.