

Job Title:	Graphic and Digital Designer
Grade:	D
Reports to:	Marketing and Communications Manager
Role Responsibilities:	No line management or budget responsibilities

The Role

ECL (Essex Cares Limited) was established by Essex County Council in 2009 as the UK's first Local Authority Trading Company. We operate in London, Essex and South East England.

ECL provides person-centred care and support to over 50,000 people each year enabling them to live safely and independently within their own homes and interact with their communities.

We are looking for a talented graphic and digital designer to join our Marketing team. You will use your creative flair to design a wide array of marketing materials in both print and digital that resonate with ECL's internal and external audiences.

Job purpose

This role sits within ECL's Marketing and Communications team and plays a central role in producing engaging internal communications, promoting ECL services and supporting the organisation to achieve its ambitions. A skilled artworker and experienced at creating graphic assets, you will use your creativity to design a wide array of marketing materials in both print (brochures, leaflets, banners) and digital (social media graphics, motion graphics and animations) that resonate with ECL audiences and meet accessibility requirements.

Duties and Responsibilities

- Working closely with the marketing team to deliver high quality creative content that's aligned with strategic business goals.
- Collaborate with teams across ECL to understand project and marketing requirements, delivering high-quality design work to fulfil their requests.
- Contribute to the continual growth and development of ECL's brand. Act as a guardian of the brand guidelines ensuring all visual assets follow the brand standards.
- Create engaging and visually appealing print marketing materials, including brochures, flyers, banners, corporate publications, and newsletters.
- Design engaging and innovative visual content for social media platforms, including Instagram, Facebook, and LinkedIn.
- Craft dynamic animations and motion graphics that align with ECL's branding.
- Stay up to date with design trends, promote new ideas and techniques to engage with ECL's internal and external audiences.
- Travel to service locations across Essex as and when required.
- To participate in training for personal development as and when necessary.

- Carry out any other appropriate duties that may be required, which are commensurate with the grade of the post.

This job description is only an outline of the tasks, responsibilities and outcomes required of the role. The jobholder will carry out any other duties as may be reasonably required by his/her line manager.

Key Accountabilities

- Work flexibly and collaboratively across structural boundaries as part of cross functional teams, and in support of key functional outputs, regardless of where you sit within the organisation.
- Think creatively, challenging the norms, and constructively challenging those around you (including those more senior) to ensure continuous improvement, commercial astuteness, and inspire the same in colleagues.
- Ensure understanding and the proper assessment and mitigation of risk, including Information Governance, Safeguarding, Health and Safety and Business Continuity.
- Responsible for recognising a disclosure of a concern from an individual that requires a safeguarding intervention to be made and to take appropriate action.

Person Specification

Education and qualification

- Educated to degree level or hold a qualification in graphic design.

Skills and Experience (all essential)

- Previous, proven experience in a similar graphic / digital design role.
- Portfolio showcasing strong creative skills and digital design projects.
- Knowledge of Creative Suite applications in a Mac based environment including Adobe InDesign and Photoshop
- Proficient in animation/motion graphics software (e.g., Adobe After Effects, Adobe Premiere Pro)
- Video editing and animation using Premier Pro and Canva
- Excellent IT skills with knowledge of relevant software applications including MS Outlook, Excel, and Power Point.
- Excellent written and verbal communication skills.
- Exceptional attention to detail.
- Ability and experience of successfully working to very tight deadlines.
- Exceptional organisational skills with the ability to manage conflicting priorities.

Skills and Experience (desirable)

- Experience of working in or across the health and social care sector and producing accessible designs.
- Ability to capture and edit basic films.
- Interest in photography and taking photos.

Values and Behaviours

- Caring
- Excellence
- Integrity
- Teamwork

ECL's Values

Caring – supporting others with care, compassion, and positive engagement

Excellence – working efficiently and innovatively to achieve excellence



Integrity – being open and having the courage to do what is right.

Teamwork – working together to achieve our common goals