

## Role profile

<b>Role title</b>	<b>Designer (multimedia)</b>
<b>Department and directorate</b>	<b>Brand and Production, Communications and Policy</b>
<b>Grade</b>	<b>6</b>
<b>Reports to (job title)</b>	<b>Lead Designer</b>
<b>Direct reports (job titles)</b>	<b>N/A</b>

### *Job Overview– purpose of the role*

*Describe as concisely as possible the overall purpose of the job and what success looks like. Please limit this to a maximum of four or five sentences*

The designer (multimedia) delivers a broad range of creative outputs, both digital and print but with a focus on animation and motion design working from conception to completion. They will work to tight deadlines to meet the needs of BMA and its members including, campaign work, social media design, marketing and member communications. They have an excellent understanding of brand, and the ability to work independently as well as part of a larger comms team is essential.

### *Duties and Responsibilities*

*What are the core duties/responsibilities required to be performed in the role. (e.g., to provide a full range of administrative support services to the department including x,y,z)*

***Please provide a bullet point list***

- Provide a wide range of conceptual and creative design services, for offline and digital channels, to meet the needs of the business, including but not limited to, influencing campaigns, member recruitment and retention activity
- Assist the Lead Designer in the conception, production and delivery of a range of creative outputs from animated video content, social graphics/infographics to print outputs
- Ability to produce high quality creative work whilst working to tight deadlines
- Proven communicator with experience of delivering impactful marketing materials, publications and effective multi-channel customer and internal communications
- A passion for creative problem solving with a keen eye for detail, a well-established customer service ethic and a clear commitment to quality output
- Strong communicator across the organisation, involving regular and complex coordination with numerous stakeholders
- Positive and hardworking with a can-do attitude
- Ability to work independently and as part of part team
- Any other duties as reasonable requested

### Skill (level and breadth of application)

*What relevant experience is necessary to undertake this role? What specialist, technical or professional qualifications are required to be able to perform the job?*

*How far does the role extend out across the organisation, eg confined to own team, involves co-ordination with another department or requires regular negotiation with many other parts of the organisation. Why is this necessary? Describe the range of issues that are involved in this, eg resolving people's IT problems, collecting information on key research items or advising members on a particular issue.*

- A relevant professional qualification at degree level in design or animation, with the ability to work with clients to deliver projects from conception to completion
- In-depth technical knowledge of a wide range of contemporary industry-standard creative tools, hardware and software, including: After effects, Illustrator, Photoshop, and InDesign
- Proven communicator with experience of delivering impactful marketing materials, publications and effective multi-channel customer and internal communications
- Creativity and visual awareness to optimise the impact and effectiveness of all output
- A keen eye for detail, a well-established customer service ethic and a clear commitment to quality output
- Strong communicator across the organisation, involving regular and complex coordination with numerous stakeholders
- Strong communicator with external parties and freelance support
- Strong planning and organisational skills

### Intellectual demands (complexity and challenge)

*What sorts of problems, situations or issues are typically dealt with? Give any illustrative examples. How are the problems, situations or issues dealt with (eg undertaking original research and analysis or seeking specialist advice)?*

*To what extent are standard procedures and processes followed when undertaking typical tasks, and how is personal initiative used when solving problems? To what extent is creativity used in solving the problems (eg adopting different approaches, trying things that have not been done before within the organisation or improving/changing previous approaches).*

- Ability to interpret a client's brief and produce effective design solutions, while keeping within budget and constraints of the BMA brand
- The ability to tailor messages and visual style to suit different audiences
- To be creative and innovate, combined with excellent communication and negotiation skills, to ensure client's needs are met and best solutions are delivered
- Awareness of current and future digital industry developments and the opportunities they present for innovative content production and design solutions
- Solid political and policy awareness to ensure outputs accurately represent the BMA's position and policies
- Ability to assess effectiveness of outputs across all channels and suggest improvements as necessary
- Awareness of libel law, copyright law and business law as necessary to operate efficiently and avoid legal problems
- Ability to work under pressure, manage own workload and respond to changing priorities

### Judgement (independence and level and impact limitations)

*What are the typical decisions that are made in the job without reference to any higher authority? What informs/constrains the decisions (eg expenditure limits, have to follow clearly laid down procedures or working within broad objectives). What influence upon policy, procedures or resources is there (eg giving advice to others)?*

*Who (or what) is next to be affected by the decisions that are made – for example, supervisor sees them before they leave the team or the whole department sees and has to respond to the change that is made. Give typical example(s) of the consequences of the decisions (eg what impact does the decision-making have on the performance of the team/section/department/organisation)?*

### Judgement (independence and level and impact limitations)

- Considerable decision-making freedom and responsibility for quality and effectiveness of own work. Final 'sign-off' will invariably rest with client, Lead Designer or Brand and Production Manager, but there is great scope to inform and influence final decisions
- Decisions made will influence the visual identity and brand of the BMA and, in turn, the effectiveness of outputs across all communication channels
- Responsibility for managing own workload under direction from Lead Designer or Brand and Production Manager and to respond to changing priorities and deadlines as necessary
- Contributes to the selection and management of third party providers of design services
- Contributes to directing the style, nature and format of corporate publications and outputs within the limitations of any prevailing core theme or branding and within agreed budget
- In association with the other designers, deputise for the Senior Designer in their absence

### Use of resources (supervision of resources and influence)

*What responsibility is there for managing people, equipment, budgets, resources, customer's welfare or confidential information? If this is a staff management role describe what is involved, eg staff reporting, staff development, appraisal, leading a department or the allocation of work.*

*How does the role fit within the organisation, eg support role, team member, team leader, specialist policy adviser, or leading major areas of core business?*

- Authorised to source and purchase external services relating to creative and production services where appropriate and within agreed budgets
- Produce cost reports for any purchases (ie imagery or print) that need to be reallocated
- Within organisation, role is a creative and technical specialist team member and holds significant internal and external influence to affect many areas of core business

### Communication (level, internal and external demands and significance)

*What people are typically contacted (regardless of the medium) **inside** the Association, eg immediate colleagues, senior managers or administrators? Committee members are the only members classed as internal communication. Normal non-committee membership and doctors are external (see below)*

*Who is in regularly contact with the role holder **outside** of the Association, eg members who are not committee members, suppliers, members of the public? Approximately what percentage of the time is spent on external communications?*

*What is the purpose of these contacts, eg conveying information, gathering data?*

- High level of communication within own team to ensure quality and brand assurance
- High level of communication with wider communications team, senior elected members and senior managers and staff in other departments across the Association
- Close collaboration with Senior Designer and design team to ensure effective workflow processes and work prioritisation
- Occasional communication with partners, third party providers, freelancers and suppliers outside of the Association to direct their outputs and ensure brand adherence
- High level of communication with doctors, public and external stakeholders via communication outputs across various channels. Outputs range from information and engagement comms, to recruitment and retention campaigns

### Physical demands & coordination (physical effort and mental strain)

*Are there any unusual physical or mental demands of the role; for example, lifting heavy objects, standing for long periods, using VDUs extensively or high levels of concentration?*

- Normal coordination or physical demands associated with an office environment, limited requirement to engage in lifting/carrying/other exertion
- Creative and editorial production tools, as well as sizable pressures of multiple, inflexible and short deadlines, require extensive VDU use and high levels of concentration

### Working conditions and emotional demands)

*What are the environmental conditions in which the work is conducted, the social and emotional demands faced by the role and the pressures resulting from these?*

- The job is conducted in a normal office or home environment and is not exposed to hazardous conditions or anti-social behaviour. The role contains minimal personal risk
- There may be out-of-hours work required on occasion if engaged on major projects or with content/production deadlines

### Values and behaviours

The post-holder is expected to execute their role in line with our five organisational values.

The following examples illustrate how we are using our values to inform how we act:

We are **leaders** because:

- We strive to always improve
- We take responsibility for our actions
- We collaborate with each other and work as one BMA for the good of our members
- We are proactive and prepared to guide our members and each other

We are **experts** because:

- We understand our members
- We draw on our collective experience and knowledge to solve problems
- We use our insights and research to make decisions
- We provide accurate, credible, relevant and engaging information
- We recognise our strengths and act upon them

We are **committed** because:

- We listen to our members and put them at the heart of everything we do
- We are respectful, inclusive, open and honest with our members and each other
- We approach everything we do with confidence and sensitivity

We are **reliable** because:

- We deliver on what we say we will do
- We are accessible and approachable
- We build trust by being consistent and supportive
- We are positive and decisive whatever the situation

We are **challenging** because:

- We fight, ethically and fearlessly, for the interests of all our members
- We work as a brave, assertive and effective champion for high quality health services and the advancement of the profession

Sign-off	
Manager:	Date:
Role holder:	Date: