

JOB DESCRIPTION

| | |
|------------------------|---|
| Position: | Creative Assistant |
| Responsible to: | Brand and Creative Manager |
| Works With: | Fundraising & Marketing teams, Campaign teams, Senior Leadership Team, other League departments, external organisations |
| Location: | Hybrid working – office in Godalming and home |

Overview:

As Creative Assistant, you will support the creation and development of design and creative output, across both digital and print channels.

In this varied and fast-paced role, you will assist with the design and production of League marketing output, ranging from campaign leaflets, placards and T-shirts, supporter publications, fundraising collateral, stationery and event materials, to digital work including social media and web assets. You will work collaboratively with internal stakeholders to ensure all output is impactful, and fully adherent to our brand identity. You will also support the Brand and Creative Manager in the development of creative projects.

The role would suit a candidate seeking an entry-level position, offering valuable experience of creative and content development within the charity sector.

The League Against Cruel Sports is Britain's leading charity working towards a kinder society where persecuting animals for 'sport' is in the past.

Redefining what is acceptable and inspiring change, we were instrumental in helping bring about the landmark Hunting Act 2004. Driven by compassion and empowered by knowledge, we manage sanctuaries to protect wildlife, carry out investigations to expose law-breaking and cruelty to animals, and campaign for stronger animal protection laws and penalties.

United, we will end animal cruelty in the name of 'sport'.

Purpose of Job:

- Design digital and print materials, ensuring quality and adherence to brand identity.
- Support the Brand and Creative Manager in ensuring an efficient and effective workflow of creative projects.
- Provide advice on brand usage to colleagues as needed.
- Be an active champion of our brand identity.

JOB DESCRIPTION

Principal Responsibilities:

1. Design Co-ordination and Delivery

- Design assigned digital and print creative projects, ensuring the timely delivery of design and creative assets to support organisational campaigns, appeals, projects and activities.
- Ensure all output is produced to brief and schedule, is impactful and adheres to our brand identity.
- Ensure all creative materials are correctly signed-off, liaising with colleagues as necessary.
- File all completed artwork, content and assets as agreed with the Brand and Creative Manager, and remains accessibly and easy to find by others.

2. Brand guardianship

- Assist the Brand and Creative Manager in ensuring all creative output is fully adherent to our brand identity.
- Review digital and offline material for brand integrity as required, feeding back to internal and external stakeholders on changes where necessary.
- Provide advice and guidance on our brand to internal and external stakeholders as required.
- Be an active champion of our brand identity.

3. General

- Support activity across the Marketing team, including social media, website and email work, as needed.
- Develop and maintain excellent working relationships with colleagues across all the charity.
- Ensure all work is in line with charity policies and processes.
- Ensure all activities are fully compliant with charity and data protection regulations.
- Actively work to embed sustainability into day-to-day practices, advancing sustainability at the charity.
- Take an inclusive and collaborative approach to teamwork and stakeholder engagement.
- Perform any other duties that are reasonably asked of you.

JOB DESCRIPTION

| Skills/Knowledge | Essential | Desirable |
|--|---|---|
| Professional and Technical Qualifications | | <ul style="list-style-type: none"> ▪ A BA or equivalent qualification in graphic design, visual communications or brand. |
| Experience and Knowledge | <ul style="list-style-type: none"> ▪ Print and Digital design experience. ▪ Demonstrable experience of using Adobe CC including InDesign, Photoshop and Illustrator to produce impactful creative content. ▪ Experience producing both static and video based digital content using tools such as Canva and CapCut. ▪ Full understanding of the creative and design processes. ▪ A keen interest and love of design and creativity with knowledge of working within the constraints of brand guidelines. ▪ An understanding of working with brand identities. | <ul style="list-style-type: none"> ▪ Experience of working or volunteering in a graphic design role. ▪ Experience in Adobe After Effects and Premiere |
| Skills and Competencies | <ul style="list-style-type: none"> ▪ Ability to manage workload and work to briefs, deadlines and budget. ▪ Ability to establish and maintain excellent working relationships at all levels of the organisation. ▪ Good communication skills, both written and verbal. ▪ Strong judgement and creative problem-solving skills. ▪ Ability to act on own initiative, delivering projects without immediate supervision. ▪ Attention to detail. | <ul style="list-style-type: none"> ▪ MS Word, Excel, PowerPoint and Outlook competence. |

JOB DESCRIPTION

Personal Characteristics

1. A genuine empathy and compassion for animals and commitment to the objectives and purpose of the League.
2. A collaborative approach to work and a commitment to the values of accountability, openness and diversity.
3. A credible, approachable person that can build rapport and win hearts and minds for the League.
4. The courage and resilience to work in challenging environments and manage demands in an emotionally mature way.
5. The ability to drive forward change and adapt response accordingly to changing needs and circumstances.

Acknowledgement

I acknowledge receipt of this job description. I confirm that I have read, understood and accept the requirements of this role.

| | |
|--------------------------------|--|
| Signed by the employee: | |
| Printed name: | |
| Date: | |