Job profile

Post Design and Web Officer (Grade E2)

Directorate Policy Insight and Analytics (PIA)

Line Manager Deputy Director / Head of External Affairs

Purpose To oversee and manage the design and production of all SFC communications deliverables, including publications, infographics, and web design. Also assist in the maintenance and development of SFC’s website and intranet.

Key responsibilities

These are split across the two areas of Design and Website as follows:

Design

- Manage SFC brand guidelines, ensuring that they are up-to-date, relevant, incorporate best practice and represent SFC and its core values.
- Create innovative design materials for a wide range of business priorities across a wide range of channels, including but not limited to: literature, social media graphics, email templates, corporate templates, presentation materials, display materials.
- Act as a ‘brand guardian’ for SFC, ensuring that internal and external facing materials conform to agreed brand guidelines.
- Ensure organisational clarity of brand and design strategy and the team’s service offer, gaining buy-in and ensuring understanding of respective roles and responsibilities.
- Ensure that SFC design and production processes are continually reviewed to provide an efficient, responsive service.
- Work together with Communications Officer on the production of video content, including animation, as required.
- Provide high quality strategic advice and support on design to colleagues.
- Stay up-to-date with innovative design tools and techniques that can be deployed in support of communicating SFC’s values and key messages.
- Ensure processes and systems are in place for design work to be effectively prioritised and delivered.
• Lead and contribute to cross-functional teams in support of key organisational priorities.
• Where required, lead procurement of design and production services.

**Website**

• Apply design, check against style guidelines, proof-read and publish high quality content for the website and intranet to support SFC’s communications and external relations strategy.
• Assist in site maintenance procedures to ensure that website content is up-to-date, relevant to stakeholders and accurate.
• Assist with the development of the site structure and navigation to ensure a coherence and ease of use which meets the needs of SFC’s stakeholders.
• Contribute to the technical development of the website and the introduction of future technologies.

**Skills, qualifications and experience**

**Essential**

• Strong design portfolio demonstrating range of experience and technical ability.
• Strong brand and production management skills/experience.
• Understanding of a wide range of communications channels and how to deploy them effectively to meet business objectives.
• Highly responsive and proactive, with an ability to work well to short deadlines and manage conflicting priorities.
• Good strategic forward planning abilities.
• Advanced level working knowledge of design and animation packages including InDesign, PhotoShop, Illustrator, Animate (or similar).
• Good organisational, time and project management skills with the ability to work on own initiative and as part of a small team.
• Strong interpersonal skills.
• A working knowledge of good practice in web design.
• Sound IT skills with a working knowledge of MS Office and Adobe Acrobat.
• Qualified to at least SCQF Level 9 (Degree), or equivalent level experience.
Desirable

- Experience of using web tools with an understanding of HTML, CSS and a familiarity with web content management systems.

Status of Job Profile

This profile has been created to describe, in outline, the nature of appointments at this level. It is an indicative document and the exact nature of these duties will vary with time and from post to post. Post holders will be expected to carry out any work that is commensurate with their grade or that may reasonably be required of them.

Additional information

This new post is based in our small but highly professional Communications Team and has been created in accord with our aspirations to make the maximum use of design and our website to highlight and drive our communications with both external and internal stakeholders.

This role comes at an exciting time within SFC as we are working to implement the recommendations of our Review of coherent provision and financial sustainability.

The post holder will be expected to work creatively and collaboratively with colleagues, ensuring that the SFC brand is effectively portrayed, maintaining our corporate identity and helping to provide clear, concise and informative messages to our stakeholders.

More details on SFC can be found on our website, along with more specifics on the role of the PIA Directorate.

Committed to equality of opportunity