



Job Description

JOB TITLE:	Digital & Print Designer (Full-time)
SALARY:	Available upon request
LOCATION:	JW3, London NW3 (occasional travel may be required)
REPORTING TO:	Director of Marketing & Sales
ANNUAL LEAVE:	20 days plus Jewish holidays and Bank Holidays

ABOUT JW3:

JW3 is a non-profit Jewish Community Centre based in London NW3, open to all, regardless of race, religion, belief, gender, sexuality, ability or age. We opened our doors in October 2013 and currently receive over 200,000 visits each year to our purpose-built centre that houses a Cinema, Restaurant, Bar, Café, Nursery, and over a dozen spaces where a year-round programme of over 6,000 activities takes place, including adult education, language classes, theatre, music performances, youth programmes, after-school activities, food & drink workshops and demonstrations, parties, 'big name' talks and debates, films, family programmes and more. We are a registered charity and a company limited by guarantee.

Our Vision is to be at the heart of a vibrant, diverse, unified British-Jewish community, inspired by and engaged with Jewish arts, culture, learning and life.

We aim to achieve this by...

- ...creating outstanding events, activities, classes and courses – the diversity of which reflects the diversity of our community;
- ...offering multiple entry points into Jewish life, culture and community for the widest possible range of people regardless of age, background or belief;
- ...increasing the quality, variety and volume of Jewish conversation in London and beyond.

PURPOSE OF ROLE:

To design a range of marketing and communications materials - online and in print - ensuring that each element is effective, reinforces JW3's brand values and is consistent with JW3's visual identity, in order to help fulfil JW3's Vision and Mission

This is a post within the Marketing and Sales team and the right candidate will relish the opportunity to build on the highly creative, successful and professional branding and communication work developed for JW3. The Digital & Print Designer will design and develop JW3's online and printed marketing material, ensuring branding is consistent and working to tight deadlines. This role is a great opportunity to work in a highly varied and creative community and arts environment, with responsibility for designing everything from festival campaign themes to cinema leaflets to ice rink banners and season "What's On" guides.

SPECIFIC RESPONSIBILITIES & DUTIES

- Digital: Provide design material for JW3's websites (www.jw3.org.uk and www.zestatjw3.co.uk), social media accounts, online advertising, digital screens and other digital formats as required. Ensure an online library of brand assets such as images and brand guides are maintained and made available within JW3 and to agencies as required.
- Print: Design, maintain and update JW3's printed marketing material with relevant content, including our season guides, festival themes (including for example, the Comedy and Literature festivals) monthly cinema planner, event leaflets, posters, banners & notices, press and digital advertisements and restaurant menus.
- Brand: Ensure rigorous adherence to JW3's brand guidelines and values and maintaining a coherent visual identity.
- External creative agencies and other partners: Work with, and when required brief, external creative agencies and event partners to ensure that the material developed by them is consistent with JW3's brand values and visual identity.
- Other responsibilities: Attend all relevant staff meetings, supervisions and training days. Undertake other reasonable duties as required by the Director of Marketing and Sales or CEO.

PERSON SPECIFICATION

All staff must wholeheartedly buy into JW3's mission, vision, values and guiding principles. A belief in the importance of inclusivity and working cross-communally, and a commitment to delivering high quality activities, arts and culture, and community-building in a Jewish centre is critical.

Essential Skills, Knowledge and Experience

- A track record of successful work in digital and print design roles within an organisation, commercial environment or agency.
- Delivery of design material for print and online to strict deadlines.
- In-depth knowledge and experience of print, marketing and brand design and processes.
- In-depth, up-to-date knowledge and experience of the Adobe creative software suite, especially InDesign, Photoshop and Illustrator.
- Knowledge and understanding of social media platforms, their design requirements and the requirements for posting media, including images and video.
- Knowledge of MS Office applications.
- Creativity and innovation - ability to think analytically and seek creative solutions to problems.
- Strong project management and organisational skills.
- Team player, with the confidence to take the lead, guide and influence other departments on areas of branding, design and effective communication when necessary.
- A methodical approach to work, with close attention to detail.
- Ability to work on own initiative and manage and prioritise own workload.

- Excellent communication skills: written, verbal and interpersonal.
- Successfully working under pressure, in a busy environment with multiple demands.
- Empathy and social skills - in order to understand the perspective of others, respond to needs and expectations and build effective working relationships, e.g. with partner organisations, programme providers, colleagues etc.

Desirable Skills, Knowledge and Experience

- A demonstrable personal interest in, and experience of, the arts, culture and Jewish life
- Digital illustration skills
- Video editing and gif making skills

PERSONAL QUALITIES

We are looking for someone who:

- Shows commitment to furthering JW3's vision and goals;
- Is articulate, charismatic and dynamic;
- Has a proactive and flexible approach to work, including a willingness to work outside their regular hours where necessary – e.g. in the evenings, on weekends and Bank Holidays
- Has a natural ability to effectively work in teams and form positive relationships
- Has passion, drive, commitment and integrity.

QUALIFICATIONS

- Preference will be given to those with relevant qualifications.