

INNOVATION UNIT



GRAPHIC DESIGNER JOB DESCRIPTION

NOVEMBER 2018



**Innovation
Unit**

New solutions
for thriving societies



www.innovationunit.org

OUR MISSION

WHO WE ARE

Innovation Unit is a social enterprise with a bold vision: we want a world where more people belong and contribute to thriving societies.

Our mission is to develop new solutions and create impact at scale. Through the way we work and the kinds of solutions we create, we help people and communities to thrive.

We hold a core belief in the power of innovation and the potential of people to make things happen. For us, innovation is driven by and liberates human potential, agency and collective action.



HUMAN POTENTIAL

the best that people
are capable of



AGENCY

their ability to create
change in their own lives



COLLECTIVE ACTION

when people come together
around common purpose and
are supported to create change
in communities, places or
across systems

ABOUT US

Innovation Unit is a not for profit social enterprise. We grow new solutions to complex social challenges and are committed to taking those solutions that work to scale. We combine service design, research, strategy and change management expertise, with a disciplined, rigorous approach to innovation and a deep understanding of systems and system leadership.

Having started life as an Innovation Unit within the Department for Education, we now have over ten years experience working independently with ambitious leaders in organisations, systems and places around the world. Our clients range from local authorities and government departments, to charities and foundations. We currently work across five key areas of impact: healthy lives, mental health, early years, schools and learning, and children's social care.

Our 'brand' of innovation is based on a core belief about the power and potential of people to create change for the better in communities, places and across systems. For us, innovation is driven by and liberates: human potential (what people are capable of), agency (their ability to create change in their own lives) and collective action (the energy that comes from people acting together to solve problems and create solutions).



ABOUT YOU

You are an independent, ambitious and creative graphic designer specialising in design for print, web, digital and social media.

You are a great communicator and team player who loves getting stuck into a challenge.

You think and learn fast, are organised, proactive and take responsibility for your own development.

You care passionately about making a difference to people's lives and have the courage, energy and focus to make things happen and do great work.



ABOUT THE ROLE

We're looking for a creative and flexible graphic designer(s) who has what it takes to join our amazing team.

A defining feature of our work at Innovation Unit is that it's complex. Mostly, we like it that way (the problems we tackle are tricky, no two projects are the same, we generate insights, design and iterate as we go...).

We need great graphic design expertise who can help us describe, illuminate and share this complexity through different kinds of visual collateral.

We are looking for a graphic designer who will work directly as part of multiple teams delivering innovation projects, as well as supporting our engagement and communications function.

You'll have the chance to work on everything from supporting the development of our brand identity and bringing our research to life, creating great graphics and visuals for our website, social media channels, publications and reports, proposals, presentations and workshop materials.

You'll need top notch graphic design skills across print and digital. A high level of proficiency in Adobe Illustrator, Indesign and Photoshop and will also have an interest in and ideally experience of applying your creative flair to different kinds of projects, e.g. film, photography, motion graphics.



DUTIES & RESPONSIBILITIES

1. Purpose

- Overseeing and guiding the appropriate and impactful use and development of Innovation Unit's visual brand identity.
- Supporting project delivery through high quality graphic design input - including processes and advice.
- Developing high quality visual outputs of different forms for use and application to a wide range of purposes.
- Supporting business development.
- Championing and demonstrating the value of high quality graphic design to IU team members.
- Developing positive relationships with clients where required, whilst working closely and productively with other Innovation Unit team members.

2. Key responsibilities

Maintain and develop the Innovation Unit visual identity:

- Ensure our brand guidelines are up to date, accessible to and utilised by the wider team
- Develop and make available a library of core graphic design outputs to support the development of the brand identity, e.g. logos, individual graphic elements, core models and processes
- Develop, make available and monitor the use of appropriate templates and guides to support brand coherence and the production of high quality materials.
- Develop and maintain a library of photographs for use in our work.
- Maintain a high quality display and library of Innovation Unit's 'best work' in the office and on Slack.

Development of high quality materials to support project delivery, dissemination of outputs and the impact and reach of Innovation Unit's work, and business development:

- Work with the IU team to plan and deliver graphic design support within projects
- Identify and highlight opportunities for graphic design to contribute to the delivery of project outcomes
- Create high quality designs for outputs of all kinds, including but not limited to: publications such as learning or research reports, horizon scans, handbooks and guides, process graphics, presentations and workshop materials
- Work closely with the project leads and the Director of Engagement and Communications to ensure the Innovation Unit brand identity is conveyed appropriately through project outputs wherever possible

DUTIES & RESPONSIBILITIES

- Provide graphic design input to business development activity as required, including the development of proposals (templates and scratch), presentations and other outputs as required
- Specifying, costing and organising the printing of materials as required

Ongoing graphic design input to the Innovation Unit website and social media channels:

- Provision of graphics and illustrations that bring written content to life, e.g. blogs, social media campaigns, news items, project stories
- Developing high quality data visualisation outputs
- Source appropriate photographic images for use on the website
- Contribute to the ongoing development of the website by providing graphic design advice and input
- Ensure our Facebook and LinkedIn pages, and our Twitter profile, are kept up to date with appropriate visuals and graphics

Be part of a project team where needed:

- Contribute fully as a project team member to communications or engagement related projects
- Provide relevant advice and expertise on graphic design and branding
- Work directly with clients where appropriate

Effectiveness and productivity:

- Ensuring that the strands of work you are responsible for are delivered to time and budget
- Managing your time effectively, including inputting your utilisation and planning assumptions regularly to Kimble
- Giving regular feedback on workload and capacity

ROLE DETAILS

ROLE DETAILS —

LOCATION

Our office is in a bright, communal workspace in Kentish Town, with an on-site coffee shop, gym and bike storage. We don't expect everyone to be in the office all the time; the role may involve some travel and we are open to staff working from home from time to time.

SALARY

£25,000

HOURS

This is a full time role, but we'd be willing to discuss possible part time arrangements or job share

HOLIDAY ENTITLEMENT

27 days holiday plus bank holidays. In addition, we close the office for three days between Christmas and New Year

REPORTS TO

You will work within the Engagement and Communications Team and be line managed by a senior member of our team.

HOW TO APPLY

HOW TO APPLY —

Send your PDF portfolio of recent work, CV and cover letter stating why you'd like to join the Innovation Unit team.

DEADLINE

Please send your application to contact@innovationunit.org by 12pm (midday) on Monday 26 November.

INTERVIEWS

Interviews will be held at our offices during the week beginning 10 December. We will let all applicants know whether they have been selected for interview, but due to the volume of applications received we will not be able to offer personal feedback on applications. Please note we do not refund travel expenses for interviews.

We look forward to hearing from you.