

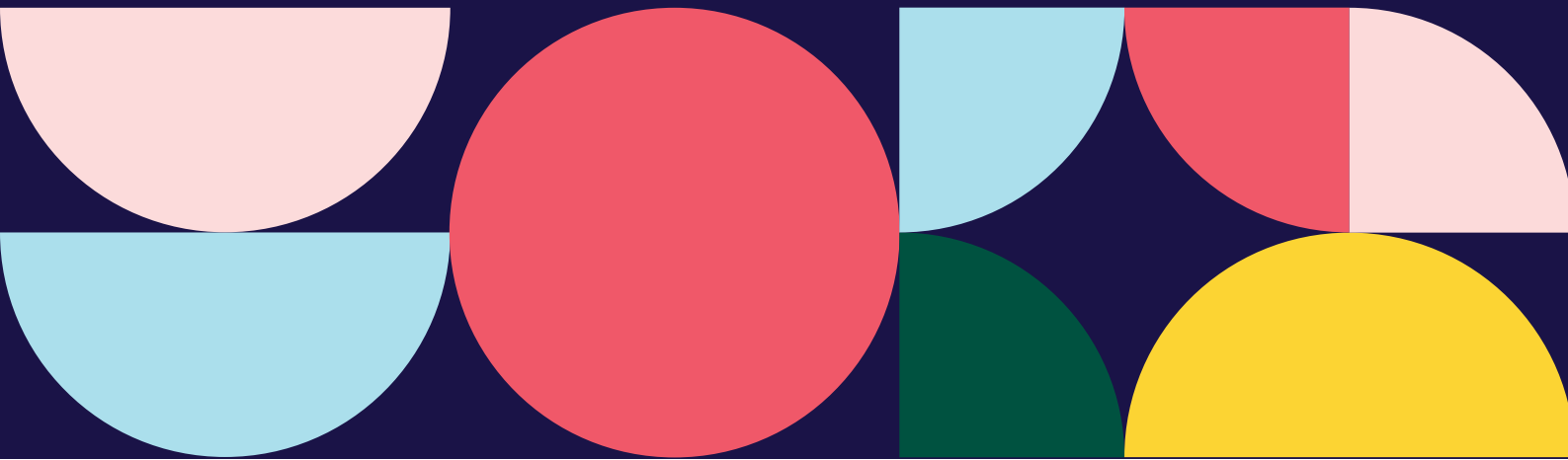
# We're Hiring!

Information for Applicants

Graphic Designer



Bristol SU





# Welcome

## We're really excited that you're interested in coming to work at Bristol Students' Union!

Part business, part charity, part membership body – Bristol SU is a seriously fun place to work. Our professional staff do something extraordinary every day: we support student leaders to give people a voice in their education, help people get the most out of their student experience and make the change they want in the world.

It's an exciting time to join Bristol SU. We have come to the end of the first year of our 5-year strategic plan that will help to create an inclusive and supportive University community. Over the next few years, our ambition is to be a modern and exciting part of the Bristol experience. We will be relevant to all students, making a difference in their lives by offering advice and representation, the chance to make new friends, develop new skills and discover new interests.

We are looking for passionate people that share our values and that can bring their positivity and ideas along with an inclusive and collaborative approach to helping us ensure maximum impact for our members. In return, you'll get to work in one of the UK's most vibrant cities (named as one of the best places to live in the UK by the Sunday Times), and have access to a range of generous benefits, great work-life balance, and excellent opportunities for you to build your skills and develop your career.

If you're excited to help shape the future of a charity that improves the lives of 30,000 members and want to build your career in an award-winning organisation with a supportive, rewarding and inclusive working environment, we'd love to hear from you.



The Bristol SU Director Team





# About Us

The University of Bristol Students' Union is a membership organisation democratically led by students, for students. We represent over 26,000 student members and work to make sure that they get the best from their time at university by providing over 400 clubs, societies and networks, offering free support services and academic advice and representing students on the issues that matter to them. Bristol SU is also home to a number of enterprise services such as a lettings and property-management service, a shop and social spaces and venues selling refreshments and hosting brilliant events. We reinvest all of the profits from these services back into Bristol SU to enable us to continue to support a great university experience for Bristol students.

Our 2022-2025 strategy sets out our destination and areas of focus for the next few years.

## Our Destination

**A Union for all students.**

We are working towards this destination through 7 strategic themes:

- Diversity & Inclusion – A Union for our diverse student body.
- Access & Participation – Diversifying and widening participation
- Evidence & Insight – We will use evidence to guide and drive our decisions.
- Communication – A vibrant brand and respected source of information.
- Places – Vibrant, visible social spaces located where students need them.
- Digital – A digital culture that enriches engagement and empowers our community.
- People – Talented people, delivering quality outcomes, in a compassionate culture.

**Find out more about the SU's impact and the outcomes we've achieved for our members.**

**93%** of our people would recommend  
Bristol SU as a great place to work.





# Our Values

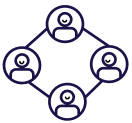
It's not just what we do that matters, it's how we do it. We will reflect what is most important to our students:



We are loud and proud about **equality, diversity and inclusion**. We are a Union for all students.



We want our students to thrive, so we support the **wellbeing** of our students through the services that we offer and the campaigns that we run.



We believe **community** matters; we create a sense of belonging across the student body through out student groups, networks, events and spaces.



**Sustainability** underpins all that we do; we want our Union, our University and our planet, to be here for the long term.



We believe opportunities for joy, humour and positivity are important, we want our students to have **fun** whilst at University.



I have been working for Bristol SU a long time and still love it because it is a fun and dynamic place with a great staff team, brilliant students and a leadership team who support and care for staff. No day is ever the same, there are always opportunities to try new things and good learning and development opportunities.

**Suzanne Doyle, Executive and Governance Manager**





# What We Do

## Student Community

Bristol SU offers around 400 sports clubs and societies - one of the highest in the country. This means that there is something for everyone to get involved in. Our experienced staff team support Bristol University students to set up and run their clubs and societies, events and volunteering projects. We also run a Volunteering & Fundraising Network which brings together social impact activities at Bristol SU and provides opportunities for students wanting to make a positive impact in the community.

There is always something happening at Bristol SU, including tons of events taking place every day either virtually or in our SU building. Events range from workshops, training sessions and awards evenings to music, comedy and club nights.

## Student Voice

Democratic decision-making is integral to Bristol SU. Our members elect the people that lead our organisation and represent their voice. Bristol SU is powered by a network of hundreds of student representatives who make sure that student voice is a central factor in shaping the university experience and the decisions affecting their education. Our advice service, Just Ask, enables us to provide support to students with problems they might be experiencing during their time at university, and our experienced team offers information and support for students needing help with academic issues and concerns.

## Student Services

The Students' Union is home to a number of social enterprises that provide services to our student members, reinvesting the profits back into student activity. Our services include our lettings service, which improves the moving experience for students by providing affordable, quality housing solutions. It also includes our shop, 'The Basket', selling a range of accessories, merchandise, gifts, and stationery. We also provide inclusive and vibrant spaces for students to study and connect with others, relax over a meal or a drink, or take part in student-led events.





# How We Are Run

## Trustee Board and Student Leaders

We're a democratically-run organisation, with student officers elected annually who direct our work. Our Board of Trustees holds the ultimate responsibility for everything we do.

Our Board of Trustees is made up of 16 members including our full-time officers, student trustees and co-opted (external) trustees. They meet regularly throughout the year, with committees meeting at regular intervals before each Trustee Board.

Every year, students are given the chance to vote for and stand to be one of the seven full-time officers who lead our organisation. They are paid a salary and work full-time for one year. Their post involves representing students, making day-to-day decisions on behalf of the organisation and working with the staff team to deliver our strategy.

## Finance and Funding

We receive most of our funding from the University which is given to us each year in the form of a block grant. We also raise funds through our commercial activity and receive a small amount from donations and other grants.

We are a charity and therefore do not generate a profit - every penny we make is reinvested back into our services for students.



# Our Student Leaders

Our full-time officers are elected every March by the student body to take on full-time, paid roles to lead the Students' Union for one year. They represent the voice of students and help improve the student experience at Bristol.

**Our 2022 - 2023 full-time officers are...**



**Saranya**

Equality, Liberation &  
Access Officer



**Hassan**

International Students  
Officer



**Lu**

Postgraduate Education  
Officer



**Lucy**

Sport & Student  
Development Officer



**Adam**

Union Affairs Officer



**Izzy**

Student Living Officer



**Nicole**

Undergraduate Education  
Officer

[Find out more about our Officers, their roles and the campaigns that are important to them.](#)



# Staff Structure



**Want to know more about who you'd be working with?  
[Meet the full Bristol SU team.](#)**





# Working at Bristol SU

## About Bristol

Bristol is a vibrant and diverse city that's buzzing with personality. Set in the hills of south-west England, it has a fascinating heritage and incredible creative spirit. It's also a green city, with over 400 beautiful parks and gardens and has been named the kindest and most environmentally friendly city in the UK.

Bristol is easily accessible from London as well as from the north and east of England. If coming to work with us would mean relocating, you can find out more about the city at [visitbristol.co.uk](https://www.visitbristol.co.uk). We're happy to help if you need advice and support in relocating.

Our address is **Richmond Building, 105 Queens Road, Bristol, BS8 1LN.**

## Flexible Working

Bristol SU is a great place to achieve work-life balance. We really care about our staff being able to thrive both at work and at home, and so welcome suggestions and requests for flexible working, including part-time working, job shares, condensed hours and homeworking.

Whilst we can't guarantee to accommodate every request, we do promise to carefully consider them all, and work with you to help you work when and where you can be at your best.



I have worked at Bristol SU for seven years and this time has included the birth of my two children. Bristol SU has been a really supportive employer and I always felt happy to return to work after maternity leave knowing that I enjoy my job and like my colleagues! The SU has always understood that we all have competing priorities in life and wherever possible has helped me to be effective in my role whilst being flexible around other commitments.

**Hannah, Student Opportunities Manager**





# Working at Bristol SU

## Your Development

As a member of the Bristol SU team, we will provide you with access to a variety of learning opportunities and professional training so that whatever your chosen field of work, with the right mix of challenge and support, you'll gain fantastic experience and room to develop and advance your career.

You'll also have access to excellent career development opportunities. More than 75% of our senior leadership team have promoted from within the organisation and we're committed to helping every single one of our people make real progress towards achieving their career development goals - both during their time at Bristol SU and beyond.

## Your Wellbeing

We take your mental and physical health seriously, and have made a real and meaningful commitment to the health and wellbeing of our staff, and to promoting a positive culture of joy and wellbeing.

We host regular wellbeing events and activities and provide line managers with training to ensure that they can provide proactive and tailored support to their team members. Our employees also benefit from access to a free counselling service.

**100%** of our people agree that Bristol SU cares about its employees





# Diversity & Inclusion

**"Be yourself, be proud of the work you do and build a career in a place that knows that different is good."**

## Diversity and Inclusion at Bristol SU

Equality, diversity and inclusion are central to life at Bristol SU. We approach our work with positivity and celebrate our diverse and unique communities. Our people are proud of our values and care about creating diverse and supportive communities that are inclusive of age, disability, gender identity, race, religion, sexual orientation and experience.

## Guaranteed Interview Scheme for Candidates from Ethnically-Marginalised Groups

We recognise that candidates from ethnically-marginalised backgrounds may face additional barriers throughout their careers and when applying for new roles across the sector. We are committed to taking positive action to expand the diversity of our staff team by offering a guaranteed interview scheme for candidates from ethnically-marginalised groups.

If you meet the minimum criteria for a role (at least 80% of the 'essential' criteria in the person specification) and are from an ethnically-marginalised background, you'll be guaranteed an interview.

It is important to note that this scheme guarantees an interview for applicants from ethnically-marginalised groups who meet the minimum criteria and tell us that they'd like to be considered under the scheme. The selection decision at the interview will be based on the most suitable candidate, regardless of any protected characteristic.

## Awards

We have appeared in the Inclusive Companies top 100 list, and have won a number of awards for our commitment to diversity, including best Students' Union. We also won a Third Sector Excellence Award at the 2018 Investors in People Awards.



# Benefits & Perks

**We offer a range of financial benefits and a variety of opportunities to develop your skills and career. This is in addition to flexible working opportunities, generous family leave policies and holidays, great social opportunities and diverse staff networks.**

## Annual Leave

Salaried staff at Bristol SU get **25 days** annual leave, plus 8 university closure days and bank holidays - that's at least **40 days!**

## Enhanced Pay and Support for New Parents

We provide up to **4 months** enhanced pay for parents taking maternity, adoption or shared parental leave. Bristol SU staff are also part of the University's Work and Family initiative, which provides support for new parents including support when returning to work and beyond.

## Enhanced Pension Contributions

We will match your contributions into your pension scheme up to **6%** of your earnings.

## Travel

We offer a cycle-to-work scheme, travel loan options and access to the campus car parking and car share scheme.

## Discounts

You get a free NUS Totum card entitling you to discounts at various retail outlets. You also benefit from a **range of other discounts**, including discounted **gym membership** and reduced **childcare** rates at the University of Bristol day nursery.

## And Lots More...

Some of our other staff benefits include membership to clubs and societies, University library access, Microsoft Office at home and free access to the Business Lounge at the Engine Shed (next to Temple Meads).



# About the Role

## Graphic Designer– Role Profile

<b>Job Title</b>	Graphic Designer
<b>Working Hours</b>	35 hours per week (to be worked flexibly)
<b>Salary Range</b>	£25,219 -£28,858
<b>Contract</b>	Permanent
<b>Reports to</b>	Marketing Manager
<b>Direct Reports</b>	None

## Purpose of the Role

We're looking for our new graphic designer to join Bristol SU and be at the heart of all our brand and design work. Working with a wide range of colleagues and student representatives, you'll be bringing ideas to life while also being the guardian of Bristol SU's visual identity.

After launching our new brand in the summer of 2022 we are in a really strong position and are looking to continue enhancing student engagement with our brand. Our new designer will support the rest of the SU to deliver impactful campaigns, excellent student support and creative solutions.

The post holder will need to be well versed in Adobe Creative Suite, or similar, and have a working knowledge of the principles of design, photography, print and other visual media.

They will be responsible for empowering members of the wider staff team to create their own visual assets through our existing Canva setup, and will contribute to the marketing department's reputation across the organisation and the wider sector.

## Main Duties and Responsibilities

### Creation of design assets

- Lead on the design of a varied range of material for print and online including web banners, publications, posters, flyers, adverts, and other design required for Students' Union departments, campaigns and events
- Work with the communications and marketing team and other Bristol SU departments to develop design briefs for marketing activity, provide project updates and refine final design work from feedback
- Lead on physical print assets required for brand awareness, campaign promotion and internal spaces
- Partner with the Social Media Executive, Marketing and Communications Executive and Digital Marketing Executive, to develop on-brand social media and online assets that are optimised for their specific channel and use
- Coordinate design and development production schedules to ensure organisational needs and priorities are met
- Support the performance and output of any outsourced design activity, liaising with external freelancers, photographers and artworkers
- Manage relationships with printers and artwork suppliers to ensure high quality output



# About the Role

## Graphic Designer – Role Profile

### Main Duties and Responsibilities (continued)

#### **Gatekeeper of brand and visual style**

- Monitor Bristol SU's cross platform brand cohesion, maintaining a consistency of look, feel and messaging which clearly communicates the organisation's core values and is optimised to channels used by our key audiences
- Uphold Bristol SU's new brand (launched 22/23) and act as an advocate for its usage and integrity
- Team point of contact for projects which involve creation of large-scale physical branding such as refurbishments, installations, Welcome Fair and other large events
- Pro-actively challenge those who do not adhere to the organisation's correct identity
- Keeping up-to-date with the latest trends and best practices in graphic design and animation, sharing knowledge and skills with the wider team to support and drive the Bristol SU brand forward.

#### **Empowering others**

- Develop methods to upskill other members of staff, and student representatives, to create on-brand visual design assets and photography to an appropriate standard
- Contribute to the marketing department's internal training activity such as onboarding, student leader inductions and when launching new channels
- Support other SU staff to design their own content through Canva using brand packs, templates and assets

#### **General marketing**

- General support to the team in fulfilling its collective responsibilities and objectives
- Develop and manage Bristol SU content sent to digital display screens and physical poster sites across campus
- Responsible for the organisation, storage and distribution of brand and marketing collateral

#### **Other**

- Undertake such other tasks as may be necessary in order to achieve the vision, mission and values of Bristol SU
- Comply with all Bristol SU Health and Safety guidelines
- Take personal responsibility for Health and Safety of yourself and those around you



# About You

## Graphic Designer – Person Specification

### Key

E = Essential criteria

A = Assessed in the application form

D = Desirable criteria

I = Assessed at interview

Priority

Assessed

### Knowledge & Experience

Experience of being a creative lead responsible for strong brand asset delivery and development	D	A / I
Experience of balancing complex layout, hierarchy, and typography, with the ability to optimize for different digital and print platforms	E	A / I
Experience of designing to existing brand guidelines	E	A / I
Experience of supporting colleagues to use Canva templates and brand assets to develop content independently	D	I
Experience of digital asset management and libraries, ideally inc. use of tagging systems such as Adobe Bridge	D	A / I
Understanding of the use and importance of brand guidelines and how to be a brand guardian	E	A / I
Experience of working with a fast-moving creative team	E	A / I

### Skills & Abilities

Proficient in: Adobe Creative Suite, Illustrator, InDesign, Microsoft Office	E	A / I
Preferred: After Effects, Photoshop / Lightroom	D	A / I
Ability to produce high quality artwork for print production	E	A / I
Experience with videography, motion graphics or animation	D	A / I
Excellent communication skills- for presentations, project updates and stakeholder management	E	A / I
Able to work effectively to briefs, update stakeholders and improve work from feedback	E	A / I
Strong attention to detail	E	A / I

### Values & Behaviours

A demonstrable commitment to our organisation's values	E	I
A commitment to and understanding of equality, diversity and inclusion	E	I
Comfortable working in a democratic, student-led environment with the ability to empower and build effective relationships with elected officers	E	I

If you think you have what it takes to be our next Graphic Designer, but aren't sure you meet every point on the person specification, please still get in touch with the recruiting manager. We'd love to have a chat and see if you could help us to achieve great things for our SU and its members.



# How to Apply

The closing date for applications is 12pm 3 October 2023

## Application Timeline

- Closing Date: 12pm 3 October 2023
- Shortlisting: 4 October 2023
- Interviews: 11-13 October 2023

Please submit your application via our online recruitment portal, accessible via the jobs page on our website.

You will need to provide an up-to-date copy of your CV, and answer the following questions related to the person specification for the role:

1. Why do you think you are a good fit for this role?
2. What piece of work are you most proud of?
3. Which brand pitches itself as student friendly, and how?

We recommend that you prepare your answers in advance in a separate document where possible, to avoid losing your responses before you submit them in the portal.

Remember that you don't have to have work experience to have the skills or knowledge to do a great job. We are interested in your potential, so encourage you to use examples from outside of work too when answering the questions.

## Please note:

- We will contact you to let you know the outcome of your application. This can sometimes take a few weeks so please bear with us.
- You must be able to provide proof of your right to work in the UK before starting work with us. We are not currently able to sponsor employees requiring a visa.
- Applications received after the above closing date will not be considered.

## Informal enquiries:

For an informal chat and to find out more about the role, please contact the recruiting manager:  
[emma.pethybridge@bristol.ac.uk](mailto:emma.pethybridge@bristol.ac.uk)

### Impostor Syndrome

Impostor syndrome is the overwhelming feeling that you don't deserve your success. It can convince us that we are not as intelligent, creative or talented as we may seem. It often strikes when applying for a job, and has long been thought to disproportionately affect women and people from marginalised backgrounds. If you recognise feelings of impostor syndrome during your job search, [you'll find some useful tips to help overcome it here.](#)



