

## Designer

It's an exciting time to be joining Bloodwise. There's a real buzz as we look to the future, building on all the great work that has gone before. And there's plenty of scope to help shape the success of the charity.

We need to maximise the impact of our brand to engage everyone affected by blood cancer, ensuring they understand what we do, why we do it and how they can get involved. To do this we need a passionate and proactive Designer to join us with plenty of ideas and the enthusiasm to meet our current and future challenges.

You'll work on some exciting projects, from pushing our existing brand identity to its creative limits to helping to develop the brand for the future. But there will also be plenty of smaller, business as usual jobs too.

As well as loving all things print we're looking for someone with significant digital experience and a passion for digital culture. Someone who's excited by these opportunities and wants to help us beat blood cancer. You'll be a do-er with bags of energy, creative flair and a can-do attitude.

**Please supply a portfolio as part of your application, either as a pdf or a link to your own website. Any applications without this will not be considered.**

Closing date: **9am Monday 18 March**

*Please note that we reserve the right to close the application process early at our discretion.*

## ABOUT US

We are Bloodwise, the UK's leading blood cancer charity. We fund research to improve treatment and care for people living with all types of blood cancer, including leukaemia, lymphoma and myeloma. We're here for anyone affected.

Blood cancer is the fifth most common cancer in the UK. And while huge progress has been made in improving treatment since we started in 1960, it is still the third biggest cause of UK cancer deaths. Even for those who survive, the long-term effects of treatment can be devastating.

We're working to beat blood cancer by:

- investing in research that:
  - develops cures for those who have blood cancer, now or in the future
  - continually improves the treatment and care for those who are living with blood cancer today
  - aims to stop blood cancer before it starts
- supporting patients and clinicians with expert information and advice
- giving people affected by blood cancer a voice and championing their needs
- improving awareness and understanding of blood cancer and its impact.

Everything we do is focused on improving the lives of everyone affected by blood cancer.

Since 1960 we have invested more than £500 million in blood cancer research in the UK. Where we've invested, survival rates and quality of life have improved. But we still have so much more to do. Be part of our story and help us change the world for those affected by blood cancer.

## JOB DESCRIPTION AND PERSON SPECIFICATION

Role	Designer	Location	London
Contract Type	Permanent	Contract Length	N/A
Salary	Circa £30K	Intended start date	ASAP

## CONTEXT

This is an exciting time to join the brand and creative team at Bloodwise as we look to develop our brand and visual identity. We're a small, friendly and busy team where you'll be able to get stuck into projects across the organisation, including the development of the brand identity.

You'll report into the Design Manager and will work closely with our content and digital teams. Together, we'll deliver impactful, creative, audience-led communications that are critical to our success. In an increasingly competitive market we need to stand out, ensuring we're relevant and engaging to everyone we communicate with.

We need a talented individual with a passion for design to help us lead the creative direction of Bloodwise, producing outstanding work for our internal clients and their audiences.

We support all teams across the charity, so you'll need to be confident in delivering a diverse range of projects. Your day could range from artworking a highly detailed patient information booklet to creating inspiring concepts for a new fundraising initiative or turning around creative assets for social to short deadlines. You'll need excellent communication skills to build relationships with external agencies, suppliers and staff at all levels.

We offer a friendly, supportive working environment with lots of potential for learning and development.

## KEY RELATIONSHIPS

Reports to	Design Manager
Line management responsibilities	N/A
Key relationships	<b>Internal contacts:</b> Head of Brand and Creative, Brand and Production Manager, Content and Digital teams, Patient Services and Fundraising teams.  <b>External contacts:</b> Printers and other suppliers.

## MAIN RESPONSIBILITIES

- Develop engaging, creative design solutions to client briefs
- Work in partnership with colleagues across the charity to bring new products, ideas and activities to life through innovative design
- Work with colleagues across Marketing Communications to bring our brand to life creatively across digital platforms, keeping up-to-date with the latest technology developments
- Design and prepare production marketing materials, publications and promotional items
- Liaise with printers and external suppliers
- Contribute to the development of our brand identity
- Help develop new concepts to raise brand awareness and support our fundraising objectives
- Support the Design Manager on a wide range of projects
- Share knowledge, specialist expertise and experience with the organisation
- Champion the brand at all times, helping to embed the brand internally and externally

## **THINGS WE ALL DO**

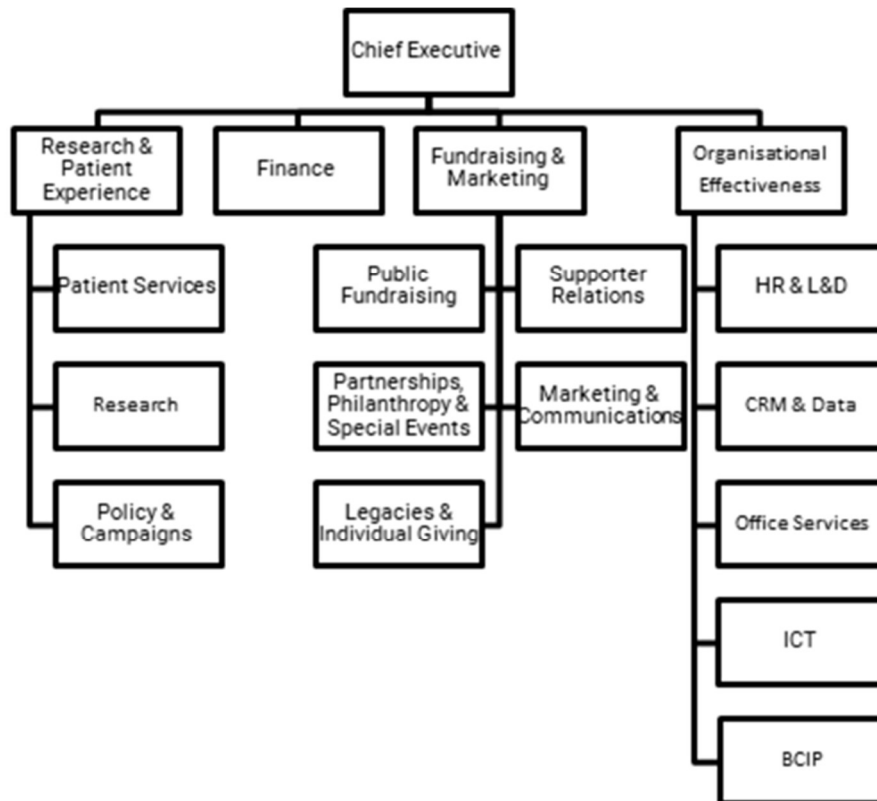
- Attend and assist at Bloodwise events and activities as required (NB this involves evening and weekend work)
- Be an effective ambassador for Bloodwise at any activity you attend
- Develop an in-depth understanding of our work
- Do any other reasonable things your manager needs you to do

## PERSON SPECIFICATION

Skills knowledge and experience
<b>Essential</b>
Degree in design or equivalent qualification
Significant digital experience, responsive to changes in technology
Worked in a design role either client or agency side
A strong working knowledge of InDesign, Illustrator, Photoshop, Acrobat, After Effects
Experience of producing comms materials across multiple platforms
Excellent design skills with the ability to produce strong creative work
Good knowledge of print and production processes
Ability to create, develop and present creative concepts
Build and maintains good working relationships with colleagues
Good written and spoken English
A commitment to equal opportunities and diversity and the aims and values of Bloodwise
<b>Desirable</b>
Experience of working in a wider team delivering integrated marketing communication campaigns
Strong working knowledge of Adobe Premiere
Experience liaising with a variety of creative suppliers
Understanding of marketing
Interest or experience in photography and video editing

## THE TEAM ORGANOGRAM

Now you have read about the role, to help you get a better feel of where it sits in Bloodwise here is a simplified organogram.



## SHORTLISTING AND INTERVIEWS

Bloodwise is an equal opportunities employer and we are committed to ensuring all applications are treated fairly. All applications are subject to our shortlisting process; so if you're shortlisted we will contact you and invite you to attend an interview. We'll also tell you if there will be any skills tasks to complete as part of the recruitment process.

If you do not hear from us within 2 weeks after the closing date, your application has not been successful.

## FOR FURTHER INFORMATION ABOUT US

See our website <https://bloodwise.org.uk/>

## THE GOOD STUFF WORKING AT BLOODWISE

Apart from all the hard work we do, there are some really good benefits to working at Bloodwise:

<p><b>Annual Leave</b> Entitlement is 25 days per year rising to 26 days after 2 years' service then 27 after 4 years' service; we will usually close the office between Christmas and New Year which our trustees gift as an additional holiday.</p>	<p><b>Personal Development</b> Development is really important to us and there are a variety of options available to staff at Bloodwise.</p>
<p><b>Time Off In Lieu</b> We strongly encourage everyone to help with some activities outside of normal working hours. For this you can earn and claim TOIL.</p>	<p><b>Interest free season ticket loan</b> We pay for the ticket and you repay the money out of your monthly salary.</p>
<p><b>Pension</b> When you join us we'll automatically enrol you onto our pension scheme, which is run by Aegon. This can be increased through length of service.</p>	<p><b>Agile and flexible working</b> We value results and outcomes and support this with an agile working policy, which is complemented by a flexi/core hours policy.</p>
<p><b>Employee Assistance Programme</b> Offers support information, expert advice and specialist counselling to help you prepare for life's predictable milestones.</p>	<p><b>Ride2work scheme</b> This allows you to obtain a new bike to use to ride to work. You can then repay it through your salary.</p>
<p><b>Life Assurance</b> Although we don't like to think about it, should something happen to you while working for Bloodwise we have life assurance for staff.</p>	<p><b>Refreshments</b> On each floor in head office there's a kitchenette with tea, coffee, sugar, milk and plates, bowls and cutlery.</p>

## OUR LOCATION

Our Head offices are located at [39-40 Eagle Street in Holborn, London WC1R 4TH](#); Holborn tube is the closest station, approximately 5 minutes from our offices.

