

# Candidate Brief

**Graphic and Digital Designer**

**CABI, Head Office, Wallingford, UK**

October, 2017

## CABI BACKGROUND

CABI is an international not-for-profit organization that improves people's lives by providing information and applying scientific expertise to solve problems in agriculture and the environment. CABI is an intergovernmental organization that can trace its origins back to 1910. Our 48 member countries guide and influence our core areas of work, which include International Development and Publishing.

We have over 500 staff based in 16 countries. We have offices in Brazil, China, Ghana, India, Kenya, Malaysia, Pakistan, Switzerland, Trinidad & Tobago, the UK, the USA and Zambia.

### CABI's Knowledge Business

CABI produces key scientific publications, including CAB Abstracts – the world-leading abstracting and indexing database covering applied life sciences. We also publish multimedia compendia, books, eBooks and full text electronic resources aiming to further science and its application to real life. CABI invests its publishing surpluses directly into development projects, helping to improve livelihoods worldwide.

### International Development projects and research

Through knowledge sharing and science, CABI helps address issues of global concern such as improving global food security and safeguarding the environment. We do this by helping farmers grow more and lose less of what they produce, combating threats to agriculture and the environment from pests and diseases, protecting biodiversity from invasive species, and improving access to agricultural and environmental scientific knowledge.

For more information go to [www.cabi.org](http://www.cabi.org) and [www.plantwise.org](http://www.plantwise.org)

## THE ROLE

**Job title:** Graphic and Digital Designer

**Salary range:** £22K-25K

**Grade:** Hay Band 3

**Reporting to:** Senior Designer, CABI

**Direct reports:** None

**Key peer group:** Communications Executives – commercial team

**Location:** Head Office, Wallingford UK - In order to process any applications from nationals outside of the EU and UK, we would require documentation to show the applicant is currently resident and able to work in the in the UK, or is able to relocate on own means and possesses full authorisation from the UK Border Agency (for further information please use the following link <http://www.ukba.homeoffice.gov.uk/>)

### Purpose of the role:

To work in a small design team within our marketing and communications department to create innovative designs for CABI's marketing resources, working within the brand style to promote the company and its products and services in the most positive and eye catching way possible. To clearly communicate with a wide range of audiences using online and print media.

### Key accountabilities:

#### Programme Communications

- To design and produce corporate communications materials including brochures, web pages, infographics, animations and videos (working independently and managing external resources to meet the brief requirements and ensuring all required approvals are recorded)
- Design book covers as required
- Act as a consultant across CABI on design and photography/print/video/animation/multi-media production issues
- Keep abreast of topical developments in design, print and AV production
- Buy print, photography, video, other design contractors, ensuring high quality and effectiveness and ensuring costs stay within budget
- Preparation of artwork for commercial print, including appropriate flight-checks to ensure they meet printers' specifications

## CANDIDATE PROFILE

<b>Knowledge &amp; Skills</b>	<b>REQUIRED</b>	<b>DESIRABLE</b>
	<ul style="list-style-type: none"> <li>• Excellent visual online, video and design skills. Provides attention to detail, be very accurate, deadline driven, and able to multi-task with solid organization and time-management skills.</li> <li>• Good communicator: Articulate and confident; provides clear, accurate, concise verbal and written communications. Openly communicates in an enthusiastic and motivated manner.</li> <li>• Sound understanding of branding issues across CABI</li> <li>• Creative flair and strong visual sense</li> <li>• Ability to interpret and implement client briefs</li> <li>• At least 1 years' experience of working in graphic design</li> <li>• Experience of creating video – including filming, sound recording and editing</li> <li>• Experience of preparing websites and online material</li> <li>• Excellent working knowledge of Adobe Creative Suite, Microsoft Office and video software</li> </ul>	<ul style="list-style-type: none"> <li>• Training in publishing and/or international development communications</li> <li>• Knowledge of Final Cut Pro software</li> <li>• Knowledge of print processes</li> <li>• Over 2 years' experience of working within a design studio or marketing department</li> <li>• Experience in using Twitter, Facebook, and Linked-In for communications purposes</li> </ul>
<b>Education &amp; Qualifications</b>	<b>REQUIRED</b>	<b>DESIRABLE</b>
	<ul style="list-style-type: none"> <li>• Degree in an graphic or visual/digital communications subject</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
<b>Personal Characteristics</b>	<b>REQUIRED</b>	<b>DESIRABLE</b>
	<ul style="list-style-type: none"> <li>• Team player: Works effectively with a wide range of individuals inside and outside the marketing team.</li> <li>• Results driven: Self-motivated. Looks to continuously improve the quality of the design work. Highly organised but flexible to change. Actively prioritises activity and meets deadlines</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>

	<ul style="list-style-type: none"><li>• Embraces change: Has a positive outlook on new developments. Challenges status quo in order for improvement. Seeks input from others to generate best solution</li><li>• Creative thinker: Relishes finding ways of achieving innovative design solutions to marketing and communications problems.</li><li>• Maintain a degree of flexibility to working arrangements and have a 'can do' attitude to getting the task done</li></ul>	
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**NOTE**

This job description is not intended to be exhaustive. It is expected that the post holder and CABI will adopt a flexible attitude and accept that the duties may have to be varied according to circumstances, in particular changing corporate requirements and individual development needs.



## **EQUAL OPPORTUNITIES**

CABI is an equal opportunities employer and welcomes applications from candidates irrespective of age, gender, race, colour, nationality, ethnic or national origin, disability, religion, sexual orientation or marital status. No applicant will be disadvantaged by conditions which cannot be shown to be justified and selection will be based on merit.

## **HOW TO APPLY**

To apply please send a covering letter detailing how you meet the candidate profile and a full CV quoting Job Reference 37-2017 to [recruitment@cabi.org](mailto:recruitment@cabi.org) Please state where you saw this advertisement.

**Please note closing date for receipt of applications is 31st October 2017**

**NO AGENCIES PLEASE**