

SOAS Students' Union

Section 1: Key Information	
Job Title	Graphic Designer
Department(s)	Marketing
Responsible to	Marketing & Insights Manager
Responsible for	<p>Designing campaign assets: posters, social graphics, digital screens, print</p> <p>Working within and helping to maintain the SU's brand templates and toolkits</p> <p>Adapting campaign concepts across multiple formats and channels</p> <p>Delivering to deadline against the annual campaign calendar</p> <p>Collaborating with the Social Media and Website coordinators for cross-channel consistency</p>
Contract type	Part-Time, Term-Time Focused – Project Based
Hours of work	In-person. Busier periods around major campaigns, particularly Welcome Week in September. Deadline-driven work pattern aligned to the campaign calendar.
Purpose of role	To produce campaign visuals across print, digital and screens that are coherent, on-brand and on-deadline. Working within the SU's brand systems, this role turns campaign briefs into polished, consistent design output - from individual assets through to full campaign suites adapted across multiple formats.
Strategic alignment	Support delivery of the SU's annual campaign calendar through consistent, high-quality creative output. Maintain and develop a coherent SU brand identity across all channels. Enable the wider team to execute campaigns with a unified visual language.

Section 2: Key Responsibilities
<p>Campaign Design Design campaign assets to brief across all channels and formats: posters, social graphics, digital screens, event collateral and print. Adapt a single campaign concept consistently across multiple formats and outputs. Prioritise delivery to deadline against the campaign calendar.</p> <p>Brand Management Work within the SU's brand templates and toolkits to ensure coherent output across all campaigns. Support the development and maintenance of those brand systems as the SU's visual identity evolves. Ensure all output reflects the SU's established brand standards.</p> <p>Collaboration Work closely with the Social Media Coordinator and Website & Digital Coordinator to ensure visual consistency across channels. Contribute to campaign planning and debrief sessions. Receive and act on creative briefs from the Marketing & Insights Manager.</p> <p>Other Duties Comply with relevant data protection policies and GDPR. Support accessible and inclusive design practice. Contribute to the Union's EDI commitments through visual representation and creative choices.</p>

Section 3: Person Specification	
Requirements - Candidates will be expected to demonstrate:	Essential (E) / Desirable (D)

Skills & Experience	
Strong portfolio demonstrating print and digital design across multiple formats	E
Confident command of Adobe Creative Cloud (InDesign, Illustrator, Photoshop) or Canva	E
Skill in layout, typography and brand-systems thinking	D
Ability to work to templates and a brief - not just bespoke one-off pieces	E
Reliability and ability to hit deadlines in a fast-paced, campaign-led environment	E
Short-form motion or animation skills	D
Values, Attitudes & Personal Style	
Creative within a structured system	E
Collaborative and works well as part of a small team	E
Professional approach with a consistent commitment to high-quality output	E
Awareness of and sensitivity to EDI commitments in design and representation	E