

Casual Staff Role: Job Description & Person Specification

Key Information

Job Title	Graphic Design Assistant
Department	Membership and Marketing
Team	Marketing and Communications
Reporting to	Communications Coordinator
Direct Management Responsibility	N/A
Location	Roehampton Students' Union
Hourly Rate of Pay	£12.21 (excluding holiday pay) £13.68 (including holiday pay)
Hours of work	Up to 20 hours per week during term time (between Monday to Friday 09:00 – 17:00) Occasional requirement for work on weekends and evenings depending on the business requirements.
Contract type	Zero-hours (in accordance with the needs of the organisation and the individual staff member), fixed-term.

Purpose of the Role

The Graphic Design Assistant will support the Marketing and Communications team by contributing to the creation and preparation of visual assets across digital and print platforms. The assistant will help with basic design tasks, asset management, and administrative support while developing their skills and understanding of professional design workflows. A proactive attitude and willingness to learn are key to success in this role.

Key Responsibilities

To help make this job description as clear as possible, we've included some examples of the type of work/jobs you'll be asked to do on a regular basis as part of this role:

- **Marketing:** Support the Marketing and Communications team with a wide range of tasks, from assisting with content creation, campaign delivery, event promotion, engaging with students, and contributing to the day-to-day running of marketing activity across channels.
- **Design:** Create a range of digital and print-ready collateral to support the delivery of events and campaigns. This will include the creation of basic visual assets such as social media graphics, boilerplate templates, or adapting an existing brand pack for different platforms. As the postholder builds experience, they will design original templates for social media posts, posters, and presentations potentially including the delivery of their own brand concepts.
- **Brand:** Support the development and application of visual guidelines to ensure brand consistency across all RSU communications. This includes organising and maintaining our digital asset libraries, ensuring files are stored correctly, and supporting the wider staff team in applying our brand.

General Responsibilities

- Comply with relevant equality and diversity policies, promoting a healthy working environment where all individuals are valued.
- Comply with relevant health and safety policies, seeking to minimise hazards for others.
- Support the development and implementation of sustainability initiatives within the organisation.
- Comply with relevant data protection policies, ensuring General Data Protection Regulations are considered when making plans and decisions.
- Establish and maintain excellent working relationships with students, volunteers, staff and individuals outside of the Students' Union (for example the University).
- Comply with the Students' Union's articles of association and other governing documents, recognising and celebrating the contribution of members to leading our work.
- Work as part of a wider team, undertaking any other reasonable duties appropriate for the grade that may be required by the organisation.

Person Specification

Education & Training	Essential	Desirable
Must be a current University of Roehampton student for the 2025/2026 academic year.	X	
GCSE Maths and English or equivalent (Minimum Grade C/4).	X	
Experience & Knowledge		
Experience in producing engaging content for the web, email or social media.	X	
Experience using design tools to generate print-ready documents.	X	
An understanding of working within and adhering to brand guidelines.		X
Basic knowledge of design principles such as typography, layout, colour theory etc.		X
Skills & Abilities		
Excellent communication skills, both verbal and written.	X	
Highly creative individual with attention to detail, and an interest in marketing engaging content.	X	
Proficiency with the Adobe Creative Suite, specifically Illustrator, Photoshop and InDesign.		X
The ability to work independently on your own initiative, and co-operatively within a team environment.		X
Enthusiasm to develop your skills and knowledge.		X
Ability to effectively time manage multiple projects with conflicting deadlines.		X
Values		
We're a values-led organisation, which means we're keen to attract applicants who share our priorities. We're keen to hear about times you've demonstrated the following:		
Student Focused: We exist to make student life better for students at Roehampton and everything we do should be in the service of driving this forward.	X	
Transparent: We believe we should be as open as possible about the way we work and how decisions are made.	X	
Supportive: We support equity, diversity, and inclusion and believe the Students' Union is a place where everyone can thrive.	X	
Bold: We are ambitious for our students and unafraid to challenge the status quo.	X	
High Quality: We are committed to excellence in everything we do.	X	