

Name:	
Title: Graphic Illustrator	Department: IDL
Reporting to: Senior IDL Product Developer	Grade: 5

Job Purpose:

The Graphic Illustrator will support The Ascentis Group to maintain a strong visual and creative presence across a wide variety of mediums, through printed materials, the web, social media and within their product portfolio. Working across the group of companies, you will use your creativity to produce on-brand illustrations, graphics and collateral using graphic design software including Photoshop, InDesign, and Adobe Illustrator.

Job Responsibility:

The Graphic Illustrator is responsible for:

1. Collaborating with IDL product development teams during project scoping sessions to understand and discuss design requirements, objectives, and timelines.
2. Effectively managing a backlog of design projects, prioritising tasks based on business needs and project deadlines.
3. Contributing to the development and maintenance of brand management strategies and brand guides for IDL, ensuring consistency and alignment across all visual materials.
4. Defining the appropriate visual style for creating on-brand illustrations, graphics, and collateral.
5. Presenting initial drawings and storyboards to stakeholders for feedback and approval before proceeding to finalise designs.
6. Utilising graphic design software, including Photoshop, InDesign, and Adobe Illustrator, to create high-quality and visually compelling illustrations and graphics.
7. Developing motion graphics and animations to enhance visual storytelling across various digital platforms.
8. Proactively remaining updated on the latest design trends, techniques, and software advancements such as the use of ai to continually improve skills and maintain relevance in the field.
9. Collaborating cross-functionally with internal departments as needed, fostering a spirit of teamwork and cooperation to achieve common goals and deliver exceptional results.
10. Conducting research and gathering visual references to inform design concepts and ensure relevance and innovation in graphic projects.
11. Participating in creative discussions to generate new ideas and approaches for visual communication and branding initiatives.
12. Demonstrating a strong understanding of typography, layout, and composition principles to create visually engaging and effective designs.

Useful product skills

Proficient in the use of image editing and digital drawing software including:

1. Adobe Photoshop
2. Adobe Illustrator
3. Adobe InDesign
4. Adobe Animate
5. Figma

Success Measures

1. Demonstrates an exceptional working knowledge of Adobe Creative Suite. Capable of efficiently navigating and utilising the full range of tools and features within these software applications to produce high-quality designs and illustrations.
2. Exhibits a strong creative flair and innovative approach in all design projects. Consistently generates fresh and engaging visual concepts that captivate audiences and effectively communicate key messages.
3. Consistently delivers creative concepts and finished designs within established timelines and deadlines. Effectively manages time and resources to ensure timely completion of tasks, while maintaining a high standard of quality and attention to detail. Adaptable to changing priorities and able to work efficiently under pressure to meet project milestones and client expectations.

The following responsibilities apply to all roles:

1. Contribute as required to regulatory compliance and engage with other processes including business continuity, risk management and the internal audit process.
2. Contribute to the improvement of customer service.
3. Undertake any other responsibilities or tasks that are within the employee's skills and abilities whenever reasonably instructed commensurate to this role.

As a member of staff at Ascentis you will be expected to:

4. Understand and be committed to the Ascentis Vision
5. Work hard and flexibly to achieve your targets and those of the Company and be always positive.
6. Actively support a problem-solving culture within your team by seeking to remove any barriers that stand in the way of achieving our targets.
7. Work flexibly to meet the needs of our customers.
8. Implement strategies to achieve continuous improvement in your own performance.

Status of this Job Description

The above job description is a guide to the work you may be required to undertake but does not form part of your contract of employment and may change from time to time to reflect changing circumstances.

Accountability

Senior IDL Product Developer, Senior Software Developer, Group Commercial Director and Group Chief Executive Office

Key Contacts

Staff at all levels in IDL

New and existing customers

End user groups

External suppliers and contractors

Person Specification:

Key Attributes (E-Essential, D-Desirable, P-Potential)

Qualifications

Educated to level 5 or equivalent (E)

Experience in a similar role (E)

Key Attributes (E-Essential, D-Desirable)

1. Proven work experience as an Illustrator or Graphic Designer (E)
2. Be able to show a portfolio of completed work (E)
3. Hands on experience with image editing and digital drawing software (E)
4. Proven communication, interpersonal and organisational skills (E)
5. Ability to listen to and interpret customer needs (E)
6. Communicate and articulate customer needs with colleagues and other partners (E)
7. Ability to work under pressure and to deadlines (E)
8. Ability to work on own initiative (E)
9. Ability to manage varied workload (E)
10. Flexible and adaptable (E)
11. Attention to detail (E)
12. Commitment to relevant continuing professional development (E)