

Job Description for Visual Designer



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Key Responsibilities

Brand Identity and Consistency

- Develop, implement, and maintain the school's visual brand identity across all platforms and materials.
- Ensure brand consistency across all materials and channels.
- Guide staff and departments on proper brand application in presentations, documents, and signage.

Creative Direction and Design Leadership

- Lead the design process for key communications, including brochures, newsletters, event materials, and digital campaigns.
- Oversee the creation of marketing visuals that reflect the school's ethos, diversity, and international appeal.
- Manage external vendors/freelancers to ensure quality and timeliness.

Digital and Print Design

- Design layouts and assets for the school's website, social media, email newsletters, and online campaigns.
- Produce high-quality print materials for admissions, parents and, school events.
- Coordinate with printers and production vendors to ensure accurate output and timely delivery.

Collaboration Across Departments

- Work closely with marketing, admissions, academics, and administration to understand their communication needs and translate them into effective designs.
- Support internal departments with customized templates and branded resources.

Event and Environmental Design

- Design signage, stage backdrops, banners, programs, and other visual elements for school events such as open days, graduations, and cultural celebrations.
- Enhance the visual environment of the campus.

Photography and Videography Oversight

- Guide the visual storytelling strategy by directing or coordinating photo and video shoots.
- Manage and organize the school's media asset library for easy access and reuse across projects.

Innovation and Trend Monitoring

- Keep up with trends in educational design, digital media, and communication styles to keep the school's materials fresh and engaging.

- Propose new creative formats (e.g., animations, motion graphics, infographics) for better storytelling.

Quality Control and Feedback

- Review all outgoing visual content to ensure clarity, impact, and alignment with the school's tone and values.
- Incorporate feedback from leadership and stakeholders to improve and refine design outcomes.

Project and Time Management

- Manage multiple design projects simultaneously with tight deadlines.
- Prioritize work based on institutional goals, academic calendars, and campaign schedules.

Training and Guidance

- Provide design training or support to non-design staff when needed (e.g., template usage, Canva basics).
- Create style guides and toolkits for internal use.

Person Specification

Education and Experience

• Essential

- Bachelor's degree in Graphic Design, Visual Communication, Digital Media, or a related field.
- Minimum 5 years of experience in brand management and graphic design
- Strong portfolio demonstrating experience across print, digital, and branding work.

• Desirable

- Additional training or certification in UX/UI, digital design tools (e.g., Adobe Creative Cloud, Figma), or motion graphics.

Experience

• Essential

- Proven professional experience in a senior design role, ideally within an education, agency, or non-profit setting.
- Experience leading visual identity or rebranding projects.
- Experience managing design across various platforms: websites, social media, print publications, and promotional campaigns.
- Experience working in a multicultural or international environment.

• Desirable

- Experience working with external vendors (printers, photographers, freelancers) and managing design budgets.

- Experience developing visual strategies to support admissions, alumni relations, or donor engagement.

Technical Expertise

• Essential

- Advanced proficiency with industry-standard design software (Adobe Creative Suite: InDesign, Illustrator, Photoshop; plus Canva or similar).
- Strong understanding of design for different mediums including digital, print, signage, and merchandise.
- Knowledge of branding, typography, color theory, and layout.
- Ability to interpret briefs, develop concepts, and deliver high-quality outputs under tight deadlines.
- Excellent communication skills and the ability to collaborate with non-design staff.

• Desirable:

- Knowledge of UX/UI design, web accessibility standards, and user-centered design.
- Photography, videography, or animation skills.

Personal Attributes

• Essential

- Creative, detail-oriented, and quality-driven with a strong aesthetic sensibility.
- Organized and efficient with the ability to manage multiple projects simultaneously.
- Strong interpersonal skills with a collaborative and consultative approach.
- Commitment to safeguarding, equality, and the school's mission and values.

• Desirable

- Appreciation for international education and cultural diversity.
- Enthusiasm for being part of a vibrant school community.

Safeguarding & Child Protection

Shrewsbury International School India is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. All candidates for roles at the school will undergo thorough child protection screening including checks with the Police.

- The postholder must comply with the School's Safeguarding & Child Protection policy at all times.
- The postholder must undergo safeguarding & Child Protection training as directed by their Line Manager.
- Appointments will be subject to appropriate police check certification,

International Recruits to the school will be required to provide a International Child Protection Certificate (ICPC).

Diversity and Equity

Shrewsbury International School India is deeply committed to principles of Diversity, Equity, Inclusion, Justice and fostering a sense of belonging for all. Our intent is to create an inclusive and equitable community that values diversity and celebrates the unique identities of all our students, staff, and families. Guided by the principles of fairness and respect, we actively work to create an environment where everyone feels a sense of belonging and can thrive.

We are dedicated to upholding the values of:

- **Diversity:** We recognize and embrace the wide range of perspectives, cultures, backgrounds, and experiences that each individual brings to our community. We strive to cultivate an environment where differences are celebrated, and all voices are heard and valued.
- **Equity:** We are committed to ensuring fair access to opportunities, resources, and support for every member of our community. We will continuously evaluate and address systemic barriers to ensure that all individuals can achieve their fullest potential.
- **Inclusion:** We create spaces where all people are respected, welcomed, and supported, regardless of their race, ethnicity, gender, sexual orientation, socioeconomic background, religion, or ability. We aim to cultivate an environment where everyone is empowered to participate fully and meaningfully.
- **Justice:** We advocate for social and institutional change, challenging inequity, and confronting bias wherever it is found. We are dedicated to supporting a culture where fairness, accountability, and the dismantling of injustice are core to our mission and daily actions.
- **Belonging:** Above all, we believe in the importance of creating a community in which every individual feels valued and accepted. We strive to ensure that each person experiences a profound sense of connection and community.

As a school, we will continue to build upon these values through thoughtful curriculum design, professional development, community engagement, and the establishment of clear, actionable goals. We hold ourselves accountable to these standards and pledge to create a safe, welcoming, and empowering environment for all.