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| Job title: | Creative Design Assistant |
| Hours and type of contract: | Full time |
| Reporting to: | Creative Design Officer |
| Location: | Flexible: hybrid, remote or in our Brighton office |
| Introduction to National Numeracy | <p>We are on a mission to empower children and adults in the UK to get on with numbers so they can fulfil their potential at work, home and school. Our work improves how people understand and work with numbers in everyday life, sparking better opportunities and brighter futures.</p> <p>The issue: Numeracy levels in the UK are significantly below the average for developed countries: nearly half the working age population (49%) has the expected numeracy level of a primary school child. And it costs the UK economy a staggering £25 billion a year.</p> <p>Enabling social mobility: Basic number skills and confidence provide a gateway to financial inclusion, wellbeing and employment prospects. Without number confidence and skills, people are locked out of many life opportunities. And it's a problem handed from one generation to the next.</p> <p>Enabling a fairer society: Poor numeracy blights lives and livelihoods, and it contributes to pervasive problems from unemployment to poor health and debt. At National Numeracy we focus our support on disadvantaged individuals and communities most in-need, where we can have the greatest impact.</p> <p>Our diversity: Our stakeholders have different backgrounds and experiences, and we are committed to having a diverse team who can bring their experiences from work and home into this role. Therefore, we actively encourage applicants from black, Asian or minority ethnic groups, LGBTQ+ people and people with disabilities to apply for this role.</p> |
| Introduction to the role | <p>A new and exciting opportunity has arisen for a Creative Design Assistant with strong design skills passion for engaging digital content.</p> <p>You'll be joining the only independent charity in the UK dedicated to improving the nation's numeracy. It's a fantastic opportunity within a small but ambitious and dynamic organisation making a real difference to people's lives and livelihoods.</p> <p>Working closely with the External Relations team on our award-winning campaigns, communications, content and marketing, you will deliver a range of exciting assets.</p> <p>We are looking for someone with proven design skills, bags of enthusiasm and the ability to work with initiative and attention to detail. Previous experience in the charity sector and maths expertise are not necessary.</p> <p>National Numeracy is based in Brighton, and while office-based work is available, we also offer remote, hybrid and flexible working. If not based in the office, we would expect you to be in Brighton occasionally, when the work requires it. This role may include occasional UK travel.</p> |

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| <p>Overview of main duties:</p> | <p>Creative design and branding</p> <p>Work with the Creative Design Officer to:</p> <ul style="list-style-type: none"> • Create and deliver digital, multimedia, and printed assets for use across website, social media and other channels • Ensure assets work to increase engagement and conversion and support communications and marketing engagement and conversion strategies • Help supervise freelancers and external agency staff • Provide quality control for design outputs • Analyse design asset performance in relation to campaign objectives and targets. • Provide insight, analysis and reports • Act as a brand guardian and help others internally and externally work with the brand guidelines <p>Collaboration:</p> <ul style="list-style-type: none"> • Work with External Relations and teams across the organisation on the digital marketing, content and communications aspects of our work • Work with partner organisations and freelancers as required |
| <p>Essential skills, knowledge & experience</p> | <p>Role:</p> <ul style="list-style-type: none"> • Experience of digital design • Excellent written and spoken skills and attention to detail • Excellent copywriting and proof-reading skills • Final Cut Pro (preferable) OR any other video editing software (inc. Premiere Pro) • Adobe Creative suite - particularly; Photoshop, Illustrator and Audition <p>General:</p> <ul style="list-style-type: none"> • Ability to build effective relationships across the organisation and with external stakeholders • Ability to prioritise and manage a varied workload • Ability to work to deadlines • Highly organised, self-motivated and flexible in your approach • Ability to work both independently and as part of a team • Represent the charity with external partners and events • Ability to identify with our charity's mission • Undertake other activities as appropriate, to support activities that contribute to the growth and sustainability of the charity |
| <p>Desirable skills, knowledge & experience</p> | <ul style="list-style-type: none"> • Trello/ any other project management software (eg. Notion, Smartsheets, Asana) • Canva • Digital & social marketing themes and trends • YouTube SEO • Knowledge of Microsoft 365 applications, for example Word, Excel and SharePoint, with experience of PowerPoint |
| <p>The details:</p> | <p>We are offering:</p> <ul style="list-style-type: none"> • Competitive salary of £21,000 per annum • 37.5 hours a week • 33 days' holiday a year including bank holidays • Company pension scheme • Flexible approach to office/hybrid/remote working • Full induction and a supportive approach to career development • Equality, Diversity and Inclusion strategic plan • Multiple staff social opportunities |

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| | <p>National Numeracy offers a supportive, friendly culture with a focus on wellbeing and collaboration. We take life-long learning seriously and support our staff to develop their skills and knowledge.</p> <p>We offer a flexible approach to office/hybrid/remote working and welcome applications from candidates interested in office, hybrid or predominantly remote working options.</p> <p>National Numeracy is an equal opportunities employer, and all applicants are treated equally and fairly throughout the recruitment and selection process.</p> |
| How to apply | <p>In the first instance, please submit a CV with covering letter of no more than two pages to Alice Wood at alice@charitypeople.co.uk by 9am on 14th November 2022.</p> <p>Please include in your covering letter an outline of your suitability for the role with reference to the essential skills and experience criteria. Applications without a cover letter will not be accepted.</p> <p>* This job description doesn't constitute a promise or guarantee of employment . National Numeracy reserve the right to make changes to this job description. ** National Numeracy reserves the right to change the deadline for applications or to close the application window if a suitable candidate is found. *** National Numeracy cannot offer visa sponsorship for this opportunity. Please do not apply unless you can demonstrate eligibility to work in the UK.</p> |