



**Cartrefi  
Cymunedol  
Cymru**

**Community  
Housing  
Cymru**

# **Recruitment Pack: Brand and Design Creative**

## **£32,287 rising to £33,986**

**Closing date for applications: 9am, 19 August 2022**

member of aelod o



promoting equality in housing  
hybu cydraddoldeb ym maes tai

**General enquiries**

[www.chcymru.org.uk](http://www.chcymru.org.uk)

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# Brand and Design Creative

## £32,287 rising to £33,986 + generous benefits + flexible approach to work base

*after 6 months probation*

### **Do you want to make a difference?**

**“Stay home!” is a phrase we have heard again and again during the pandemic. Never before have our homes taken such prominence; many of us spent so much time within them and so many aspects of our lives revolved around them. ‘Home’ has never meant more.**

Somewhere safe, comfortable and secure to weather the storm of the pandemic. Somewhere adaptable to our changing needs. Somewhere connected to our work, education, public services – and to each other.

We want to see a Wales where good housing is a basic right for all and housing associations want to play their full part in making this a reality. Housing associations build thousands of affordable homes to rent every year, they help people get on the property ladder and access jobs and training. They also work closely with the health service to provide care and support within communities. But they have big ambitions to do much more to end the housing crisis in Wales.

In addition to helping to tell our sector’s story, we are looking for the successful post holder to spearhead the brand identity, create engaging, accessible, and informative visuals, and continuously grow our creative output across a wide range of mediums.

**We’re looking for someone who is enthusiastic about playing their part in ending the housing crisis. If this sounds like you then please read on.**

CHC has signed up to Tai Pawb’s [Deeds Not Words Pledge](#) and is currently working with an external advisor and our members on our equality and inclusion strategy to promote a more inclusive environment, which attracts all candidates and signals our commitment to celebrate and promote diversity. We welcome applications from people of all backgrounds.

### **Timescales**

**Closing date – 9am 19 August**  
**Shortlist – 22/23 August**  
**Virtual interview – 30 August**





# About Community Housing Cymru

As the umbrella body for housing associations in Wales, we are proud to represent our members who provide homes and services to 10% of the Welsh population. Our job is to ensure that the sector continues to prosper in Wales and is equipped for the future.

## Our Staff team

We are a dedicated staff team who work together to enable our members to be brilliant. Our culture is open, trusting and caring and our values not only reflect how we work with each other but also how we work with our members and stakeholders. Staff have the freedom to perform their job when and where they work best.

We encourage innovation and we are always exploring new ways to do things better. We will continue to support staff to work flexibly with a focus on outcomes.

We have 22 members of staff who work across two teams: -

- » **Business Services – HR, IT, Admin, Finance, Member Engagement & Events**
- » **Policy and External Affairs – Policy, Communications, External Affairs**

Since the pandemic, we have worked remotely. Reflecting on how we have performed over the last 24 months and our staff preferences, we are currently looking at future space requirements and ways of working.

Since September 2021, we have been trialling a locate for the day principle enabling staff to choose where they would best work (it could be home, a coffee shop, or a local hub). As part of our investigations into ways of working we will be supporting staff with information on local hubs.

We envisage that the full staff team would come together every six weeks to collaborate, innovate and socialise.

***Our focus is to deliver brilliant services to members with a digital first approach to working and service delivery.***

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### Our Aim:

#### By 2022

- » We will be regarded by members as an invaluable and highly effective membership body.
- » We will be recognised and valued by stakeholders and use this platform to make the case for housing associations in Wales.
- » We will harness the sector's appetite to do things differently.
- » We will be the leading voice on housing issues in Wales.
- » We will provide excellent member services which add value and makes it easier for members to do their job.
- » We will be a financially sustainable organisation.

### Our Strategic Priorities:

1. Influencing Our Members' Operating Environment
2. Telling The Sector's Story
3. Delivering Excellent Member Services
4. Equipping Members for the Future

### Current structure

We have 22 members of staff and these are spread across two teams: -

- » Business Services – HR, IT, Admin, Finance & Events
- » Policy and External Affairs

**Our vision:**  
**A Wales where  
good housing is  
a basic right for all.**

**Our mission:**  
**Enable Welsh housing  
associations to be  
BRILLIANT**



## **Our Values**

### **Transparency**

We are open and accessible  
in all that we do

### **AccQuntable**

We deliver on our commitments  
and are responsible to our  
members & each other

### **Innovation?**

We will actively identify new  
ways to deliver the best  
service we can

### **Adaptability**

We are flexible and  
responsive to change

### **Inclusivity**

We value and embrace the diverse  
nature of our membership and staff

### **Ambition**

We challenge ourselves and our  
environment to achieve the  
best outcome





# About the role

## Key Objectives

- To provide a high quality, creative and innovative graphic design service for Community Housing Cymru (CHC) across a range of platforms including online and social media, video, and print
- To manage the production of all online design and publications, liaison with printers and suppliers through to the delivery of the finished products
- To support the Communications team to ensure that engaging, informative, creative messages are delivered to our key audiences and stakeholders

## Key Responsibilities

- » To interpret briefs and key requirements through the production of all CHC designed material (including campaign material, exhibition material, promotional material, corporate literature, videos, social media material, infographics and print etc.) to a high quality, ensuring that the brands and values are not compromised
- » To develop brand guidelines, materials and visual identity for the organisation and ensure that other staff adhere to these guidelines through training, guidance and monitoring
- » The management and liaison of any production with agencies, printers, and other suppliers
- » To contribute to CHC's web/online presence
- » To be responsible for producing tender specifications for external support, such as for web design/development or print
- » To work closely with the Communications and Policy teams on specific campaigns
- » To work with Member Engagement and Events team on production of marketing and event materials
- » To support CHC with developing a library of assets such as design templates, photography, and videos

## Other

- » To work closely with other members of CHC to ensure effective service delivery for members
- » To maintain effective relationships with colleagues and work collaboratively
- » To undertake other duties commensurate with the post as requested

## About the team

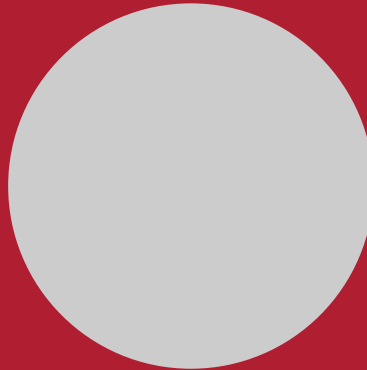
You will report to the Communications Manager and work alongside the Communications and Media Officer.



### Key Contacts

Agencies, printers and other suppliers, group staff, housing associations, CHC's Communications Network, CHC Board and advertising agencies.

## Meet the team!



**Ruth Dawson**  
Communications  
Manager



**John Price**  
Communications  
& Media Officer  
(maternity cover)



**Catrin Harries**  
Communications  
& Media Officer  
(on maternity leave)



# What are we looking for?

Listed below are the requirements needed to undertake this job. These will form a key part of the selection process and your ability to meet these criteria should be demonstrated in your submission.

**E - Essential** **D - Desirable**

Qualifications	» A diploma or degree in Graphics, Visual Communications or related field, or equivalent experience – <b>E</b>	
Experience, knowledge, and skills	<ul style="list-style-type: none"> <li>» Ability to generate good ideas and creative concepts, taking a proactive lead on projects – <b>E</b></li> <li>» Ability to take a design project from start to finish – concepts, design, proofs, sign off and publication – <b>E</b></li> <li>» Two years graphic design experience – <b>E</b></li> <li>» Experience of working on bilingual designs – <b>E</b></li> <li>» Experience of liaising with printers / suppliers / advertising agencies / AV companies – <b>E</b></li> <li>» Knowledge and understanding of RNIB guidelines – <b>E</b></li> <li>» A hunger to stay up to date with design trends and ability to communicate them to other team members – <b>E</b></li> <li>» To be proficient in graphics software such as the Adobe Creative Suite: InDesign, Illustrator and Photoshop – <b>E</b></li> <li>» Proficient coding skills: HTML and CSS – <b>E</b></li> <li>» You will have the ability to tailor your creations to suit appropriate audiences – <b>E</b></li> <li>» You will have an outstanding portfolio which showcases that your work is big on original ideas, with a commitment to meticulous craft, execution and experience in designing for both digital and print – <b>E</b></li> <li>» Experience of brand/corporate identity development – <b>E</b></li> <li>» Demonstrates creativity and use of imagination – <b>E</b></li> </ul>	<ul style="list-style-type: none"> <li>» Knowledge of social media channels and experience of designing material for these channels – <b>E</b></li> <li>» High quality video and animation storyboarding, production and editing skills – <b>E</b></li> <li>» Excellent organisational and communication skills – <b>E</b></li> <li>» Ability to prioritise and work to tight deadlines – <b>E</b></li> <li>» Ability to work within a team and contribute towards shared goals – <b>E</b></li> <li>» Excellent interpersonal skills – <b>E</b></li> <li>» Experience of working in a pressurised environment – <b>E</b></li> <li>» Excellent time and project management skills – <b>E</b></li> <li>» Highly effective IT skills, including use of Google Workspace – <b>E</b></li> <li>» A 'can-do' attitude – you can make things happen! – <b>E</b></li> <li>» Ability to liaise and network with a variety of groups and partner organisations – <b>E</b></li> <li>» Initiative and ability to work without direct supervision – <b>E</b></li> <li>» Thoroughness with an eye for detail – <b>E</b></li> <li>» Ability to quickly translate a brief into a design – <b>E</b></li> <li>» Self-motivated with the ability to take initiative – <b>E</b></li> <li>» Knowledge of the social housing sector – <b>D</b></li> <li>» Experience of web design and development – <b>D</b></li> <li>» Ability to speak and write in Welsh – <b>D</b></li> <li>» Driving licence and access to a car – <b>D</b></li> </ul>





# What do you get in return?



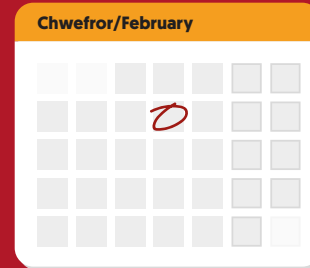
## Pay:

£32,287 rising to £33,986 after successful 6 months probation.



## Hours:

Role is based on 35 hours week – flexible working.



**Holidays:** 25 days rising by one day for each completed year of service, to a maximum of 30 days and all public holidays (pro rata for PT staff).  
Four additional days off during Christmas and New Year holidays.

# 6

**Probation and Supervision:**  
Six months probation period.



## Gym:

£25 subsidy / month.



## Cash Health Plan:

Paid for cash health plan (*Simply Health*).



## Notice Period:

After 6 month probation, 2 months.



## Benefits:

Enhanced sick, maternity/ adoption provisions



## Pension:

Social Housing Pension Scheme Defined contributions scheme. Employer contributions of a maximum of 5%.



## Learning and Development:

Individual budget of £550 per person, PA.



## Work from anywhere:

A locate for the day principal (enabling staff to choose where they would best work (it could be home, a coffee shop, or a local hub) will be followed. However, there will be monthly occasions where all staff will come together to collaborate, innovate, and socialise.



### How to apply

You will find the following details in this job pack:

- » **Job description, person specification and information on terms and conditions.**
- » **Submission form** which you will need to complete outlining in no more than 800 words how you meet the experience criteria set out in the 'what are we looking for' part of the job specification and why you want this job.
- » **You MUST also include a tailored CV** in relation to your application for this role (max of 3 pages).
- » **Equal opportunities form.** This form will not be used at any stage of the recruitment process, and will be separated from your application form immediately on its receipt. Any information given on this form will remain confidential and will only be used for monitoring purposes to assess the effectiveness of our equal opportunities policy.

If you want to have an informal chat about the vacancy, please contact Ruth Dawson, Communications Manager on 07909 121 703 or email [ruth-dawson@chcymru.org.uk](mailto:ruth-dawson@chcymru.org.uk).

The completed form, CV and equal opportunities form must be emailed and marked *Private and Confidential Brand and Design Creative* to [terryanne-oconnell@chcymru.org.uk](mailto:terryanne-oconnell@chcymru.org.uk) by 9am 19 August.

All forms will be held for 6 months in line with best practice to ensure we are able to give feedback to unsuccessful candidates and to support the organisation if a claim was brought against it.

**Virtual interviews will be held on 30 August.**

We look forward to receiving your completed submission in due course.

**Phillipa Knowles**  
People and Business  
Director

A handwritten signature in black ink that reads "Phillipa".

