



## Job Description – Graphic Designer

**Reports to:** Head of Media and Communications  
**Based:** Weybridge  
**Hours:** Monday to Friday inclusive, from 9.00am till 5.00pm (35 hours per week)

### About Us

The Road Transport Industry is a dynamic, business critical sector upon which the UK economy depends. The Road Haulage Association (RHA) is the only UK trade association dedicated solely to the needs of UK road transport operators and has a membership in excess of 7000. It is the voice of the road haulage profession, a champion of its interests and a respected partner to the broader logistics community.

We are looking for a creative, energetic graphic designer to join our busy Marcomms team based in Weybridge.

### Key responsibilities and duties:

- Designing the look of our events at important trade shows and our own conferences.
- Producing creative commercial flyers, emails, website and social media
- The Association's annual report and accounts and other membership brochures
- Designing and maintaining all collateral for the RHA including membership and service-related brochures, leaflets, flyers, posters, pop up banners and other promotional materials and event specific artwork.
- Creating digital images and banner ads for social media, email newsletters, websites and PPC campaigns.
- Helping create, define, and maintain visual design guidelines and style guides.
- Adapting existing templates as required.
- Creating high impact PowerPoint presentations for senior staff, notably the CEO, which will be presented to Government and other business stakeholders.
- Other ad hoc design projects and help that might be requested from the Marketing team.
- Maintain professional development in order to recommend and implement the most appropriate and relevant new technologies.

### Skills and competencies:

- Degree level qualification relevant to graphic design.
- Highly creative with strong attention to detail, accuracy and an eye for design.
- Fully proficient in graphic design software (especially InDesign, Photoshop, Illustrator) and Microsoft PowerPoint.
- You will be a great team player, with a good sense of humour, and able to turn your hand to helping marketing colleagues across a range of organisational and other duties.
- You will be adept with the Adobe Creative Design Suite of products and have an eye for detail that sets you apart from your peers.
- Experience of designing for both on and offline.
- Technically competent and a quick learner.
- Strong organisational skills with the ability to plan, prioritise and execute tasks to meet tight deadlines.
- Positive and proactive attitude able to establish first class relationships with colleagues at all levels as well as stakeholders.

- Proven ability to self-direct your own projects.
- Aware of current design trends, digital standards and best practices.

**General Responsibilities:**

All employees of the RHA have the following responsibilities:-

**Health and Safety**

- To take responsibility for your own health, safety and welfare, being conversant and ensuring compliance with the organisation's policies and procedures

**Training and Development**

- To undertake all reasonable training, learning and development activity designed to support you in your role

**Diversity and Equality**

- To be responsible for your own behaviour and act in a manner that avoids and discourages any form of discrimination or harassment

**Quality Policy**

- To be responsible for the activities required to support the organisation's Quality Policy

**Employee's Signature:**

**Date:**

**Manager's Signature:**

**Date:**

**Review Date:**

**Date:**