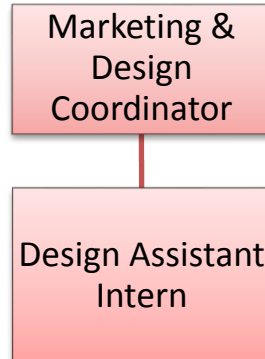




# FALMOUTH UNIVERSITY

## Job Description

<b>Post Title:</b>	Graduate Intern - Design Assistant
<b>Salary:</b>	This post has been evaluated at Grade 2.
<b>Hours:</b>	35 hours per week, 12 months internship.
<b>Work Base:</b>	The post holder will be expected to work at the Penryn and Falmouth campuses.
<b>Employer:</b>	<b>FXU is a registered charity governed by an elected Board of Trustees, to whom all employees are accountable. Staff are employed by Falmouth University on behalf of the FXU Board of Trustees</b>
<b>Date:</b>	May 2015
<b>Responsible To:</b>	Marketing & Design Coordinator(s)
<b>Accountable to:</b>	The democratic decision-making process of the organisation, in line with the Constitution.




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### Purpose of Post:

This is a temporary fixed-term internship for twelve months for a recent Graduate (graduated within the last two years) who wishes to gain experience in preparation to pursue a career in design and marketing.

The role is split 50:50 between the Student Voice team and Activities department. Both managed by Design & Marketing Coordinator(s).

The intern will have an opportunity to obtain experience working with all the FXU departments to assist on marketing campaigns.

This internship will assist the promotion of the FXU and its activities and services through the design and production of promotional materials and media providing an opportunity to gain experience in those areas of design and marketing work.

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The intern will gain experience in the following areas of work in the students' union:-

### General duties

1. To assist in the design, development and continuous updating of FXU's website in consultation with relevant line managers and student officers.
2. To assist in layout, design and copywriting as necessary for FXU's publications including, but not exhaustively, handbooks, flyers, FXU stationery, promotional materials including flyers and posters, in addition to non paper-based materials and electronic media.
3. To produce other design materials and templates as necessary.
4. To set and raise the profile of the FXU brand, its standards and guidelines.

### Marketing

1. To assist in developing publicity material and conduct marketing campaigns.
2. To help promote FXU Student Voice and Activities services to all the stakeholders.
3. To support the elected officers to maximise representation and participation in FXU by generating increased awareness through effective promotion and communication.
4. Assisting line managers with promoting and marketing specific projects, events and services.
5. To publicise and promote FXU services, campaigns, events and other activities within FXU.
6. To provide design and marketing support on promotions, campaigns and fairs.
7. To work with the elected Officers to help design, promote and advertise the democratic functions including, but not exhaustively; elections, UGM, Student Council etc.
8. To work with Sports, Societies, Volunteering and RAD (raising & donating) to help design and promote their services and support student participation.
9. Participate in open days and events as agreed to promote FXU.

### Additional Duties and Responsibilities

1. To work in line with the FXU Mission, Vision and Values at all times, working with others to provide a supportive, responsive, student-centered environment and services.
2. To actively support elected student officers, volunteers and employees in playing a full role in FXU decision making and activities, ensuring that FXU maintains a student-led ethos.
3. To present a positive image of FXU at all times, through every aspect of your work.
4. To maintain an up to the minute working knowledge of all FXU service areas in order to support them and provide accurate, detailed information to students and others.
5. To ensure that all FXU policies, procedures and agreed protocols are adhered to.
6. To contribute to FXU planning, review, monitoring and reporting processes and activities.
7. To participate in FXU team meetings and activities and represent FXU at other meetings as agreed.
8. To ensure that all FXU marketing and communication materials within the designated area of responsibility are accurate and up to date.
9. To actively support equality and diversity policies of FXU, University of Exeter and Falmouth University.
10. To respect the rights of individuals by maintaining confidentiality and working in line with data protection legislation.
11. To attend training courses as identified and agreed for appropriate development.
12. To participate in the Annual Performance Development Review Process.
13. To communicate, liaise and maintain effective working relationships with colleagues within Falmouth University, University of Exeter and Falmouth Exeter Plus, as well as individuals and organisations outside FXU and the institutions eg suppliers, promoters, local businesses, media / press contacts, etc.
14. Working within the Health and Safety at Work Act, the postholder has a legal duty to take reasonable care for Health and Safety both for themselves and others who may be affected by their actions. They are also required to undertake Health and Safety training commensurate with the level required by the post and to take part in risk assessment procedures and the implementation of agreed recommended work practices within the area.

15. To undertake other duties not specifically stated above, which from time to time are necessary without altering the nature or level of responsibility involved.
16. To work in accordance with FXU's Environmental Impact & Ethics Policy and to make a commitment to improving FXU's environmental impact by means of energy saving and recycling in the workplace.

**Person Specification**

	Essential	Desirable
<b>Qualifications</b>		
Graphic Design degree will be looked on favourably		X
A degree or equivalent qualification (recent graduate within two years)	X	
Good all round standard of education.	X	
<b>Experience</b>		
Graphic design in a business context.		X
Previous marketing experience.		X
Experience of working with internal and external stakeholders		X
Understanding and demonstrable skills in Internet / website design.	X	
Proven experience of successful project management		X
<b>Knowledge / Skills</b>		
Fluent in the English language	X	
Accuracy	X	
Excellent written communication skills	X	
Computer literate – Proficient user of CS6 & MS Office	X	
Excellent interpersonal skills.	X	
Confident in talking to people on the telephone and in person	X	
Demonstrable graphic design skills	X	
Knowledge of design file formats		X
Understanding of print production requirements		X
<b>Personal Qualities</b>		
Ambitious and a desire to maximise the opportunities available from the internship to further a career in the design, advertising and marketing industry	X	
Commitment to seeing a project through from beginning to end	X	
Able to work to deadlines and on simultaneous projects	X	
Be able to work as part of a team dedicated to providing a professional service to students and staff	X	