

Central YMCA Qualifications (CYQ)**Artworker**
Job Description

Reporting Structure: The Artworker reports to the Marketing Manager.

Job Purpose

To design and format a wide range of course materials, marketing collateral and internal documents in-line with CYQ house style, for print, web and email. Provide support to the Marketing Manager with the maintenance and development of the CYQ website.

Organisational Context

Central YMCA is a charity with five component operations: Central YMCA Club; One KX; Central YMCA Qualifications (CYQ) and Y Touring Theatre Company operate directly through the Charity and YMCA Fitness Industry Training (YMCAfit) operates through a subsidiary charity, London Central YMCA Ltd. In addition, non-charitable activities are carried out through a trading subsidiary, Professional Fitness Ltd. The Charity's mission, delivered predominantly within health, fitness, education and creative arts sectors, is to "seek change in health attitudes and behaviour through advocacy, education and direct delivery".

CYQ is a government approved exercise and fitness specific awarding body that evaluates and quality assures colleges, training providers and schools for their suitability to offer CYQ qualifications. The Artworker supports the Marketing Manager in developing the CYQ brand through different media and designing resources for centres.

Scope and Limits of Authority

- N/A

Main Duties and Responsibilities:***Design, layout and formatting***

- Liaise, consult, work with and take briefs from the Marketing Manager and/or other members of the CYQ Senior Development Team.
- Have all design briefs and work schedules approved by the Marketing Manager.
- Deliver accurate, consistent, high quality artwork across a range of styles, from cutting edge products or services to more sober corporate communications including: technical resources (e.g. course materials/manuals), marketing collateral (e.g. flyers, exhibition stands) and administration documentation (e.g. Qualifications and Fees Guide).
- Keep abreast of new trends, styles and technologies within the design arena.
- Provide recommendations for literature creative and design.
- Liaise with printers/suppliers as required and to co-ordinate artwork delivery to correct specifications.

Online

- Format email newsletters and updates using the CYQ website content management system.
- Create/update web pages and forms as directed by the Marketing Manager.
- Register new users to the CYQ website.
- Update HTML signatures.
- Assist and input into the continued development of the CYQ website.

Administrative

- Ensure design briefs are used for all jobs.
- Establish and maintain an efficient and accessible filing system as hard copies and on the computer.
- Maintain organisation of projects to meet deadlines.
- Ensure all artwork is signed off by the Marketing Manager.
- Manage own workload to ensure agreed deadlines are met, keeping the Marketing Manager updated on any issues or changes to work schedules.

Relationships

- Maintain effective communication at all times, ensuring that all information is shared with relevant staff.
- Develop and maintain professional working relationships with all Charity personnel.
- Provide regular feedback to your line manager ensuring they are advised of all developments and problems within your areas of responsibility.
- Act at all times in the best interest of the Charity to further good public and community relations.

Self Development

- Conduct a continual review of personal performance, seeking to improve effectiveness both individually and as a team member.
- Assist in the identification of personal training and development needs in relation to your duties and ensure these are fulfilled in line with the department's business objectives.
- Understand and work towards individual, team and business objectives.

General

- Ensure that health and safety standards are maintained at all times. Advise the Health and Safety.
- Representative of potential risk areas.

This job description is issued as a guideline to assist you in your duties, it is not exhaustive and we would be pleased to discuss any constructive comments you may have. Because of the evolving nature and changing demands of our business this job description may be subject to change. You may, on occasions, be required to undertake additional or other duties within the context of this job description, and according to the needs of the Charity.

Artworker Person Specification

We seek candidates who can demonstrate the following competencies to a high level and want to use these to the full in their work. This is more important than having any direct previous experience of the job content. If you are short listed, we will be looking for evidence of all of the key competencies during the selection process.

<ul style="list-style-type: none"> ▪ People management (where appropriate) ▪ Customer focus and managing diversity ▪ Project and resource management ▪ Setting up systems ▪ Building effective external relationships ▪ Communication ▪ Managing self and relationships with others ▪ Team working and co-operation 	<ul style="list-style-type: none"> ▪ Negotiating and influencing ▪ Personal effectiveness ▪ Proactivity and initiative ▪ Creativity and innovation ▪ Problem-solving and decision-making ▪ Analysing and interpreting written and numerical information ▪ Expertise
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Although we are keeping direct experience/knowledge requirements to a minimum, we do need you to use the CV covering letter to demonstrate your capabilities in relation to each of the criteria listed in sections one, two and three (addressing each point in order). You must address all of the essential (E) criteria and where possible those denoted as desirable (D) criteria.

1. **Qualifications and Previous Experience**

- 1.1 Degree/HND (Graphic Design) (E)
- 1.2 Experience in the role of Artworker in a full-time or freelance capacity (E)
- 1.3 Artworking a wide range of printed materials (E)
- 1.4 Working independently on individual projects (from concept to final execution) (E)
- 1.5 Researching design related information (E)
- 1.6 Working with movie making software (D)
- 1.7 Working on website design (D)
- 1.8 Administering office systems (timesheets, stationery etc) (E)

2. **Special Knowledge and Job Requirements**

- 2.1 Fully Mac OSX proficient (E)
- 2.2 Excellent working knowledge of the following software: Adobe CS3 Suite (Indesign, Illustrator, Photoshop), Powerpoint, Word and Excel (E)
- 2.3 Brand guideline creation and management (D)
- 2.4 A strong sense of type and design (E)
- 2.5 Quick artworking with excellent attention to detail (E)
- 2.6 Ability to manage conflicting demands and deadlines (E)

- 2.7 Ability and willingness to collaborate and communicate at all levels (E)
- 2.8 Ability to work under pressure to tight deadlines (E)
- 2.9 Ability to work alone and as part of a team (E)
- 2.10 Excellent organisational skills (E)
- 2.11 Meticulous production skills (E)

3. Additional Job Requirements

- 3.1 Ability to occasionally work late (E)
- 3.2 Interest in the fitness industry (D)