

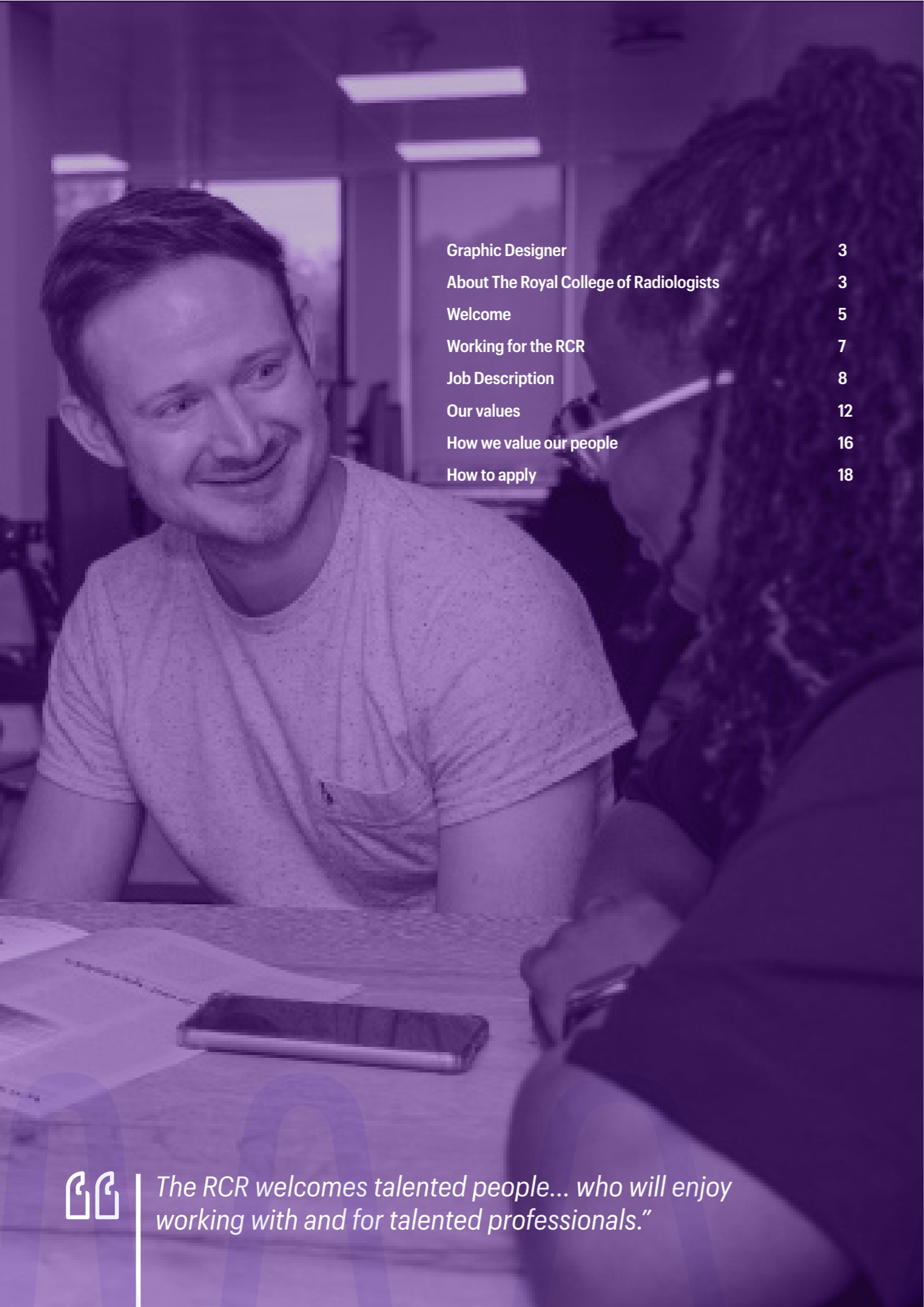


# The Royal College of Radiologists

Graphic Designer



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*The RCR welcomes talented people... who will enjoy working with and for talented professionals."*

## Graphic Designer

Salary:	£42,860 per annum, with pay progression up to £47,371 per annum within two years employment, plus excellent benefits
Location:	Central London, with flexible working
Hours:	Full-time/35 hours per week
Contractual status:	Permanent
Closing date for applications:	23:59 14 July 2024
Interview date:	Shortlist interviews are scheduled for 18 July 2024 and selection interviews are scheduled for 25 July 2024 and will take place on site at our central London office.

## About The Royal College of Radiologists

### Are you interested in making a real difference in the healthcare sector to improve imaging and cancer care for all?

At The Royal College of Radiologists (RCR), we're the leading professional membership body for clinical radiologists and clinical oncologists and a registered charity who educate and support doctors throughout their career. With over 14,000 members in the UK and internationally, together we're contributing to the advancement of each new generation of doctors and helping to improve patients' lives.

We require a broad range of skills and experience to deliver our strategic goal of increasing the clinical radiology and clinical oncology workforce, which will ultimately lead to improving imaging and cancer care services for all.

If you're inspired by our **strategy** and **values**, and are passionate about helping us meet our ambitious goals in an environment that celebrates differences, values diversity and recognises that everyone here plays a role in the success of the College, then we encourage you to consider a career at the RCR.



## Welcome

Thank you for your interest in working with the RCR. I hope that you will find the information in this Candidate Pack useful, in addition to the content on our website: [www.rcr.ac.uk](http://www.rcr.ac.uk)

The last few years at the RCR have seen much growth and development. We have improved the range and quality of the services and support offered to our membership. We have grown the external profile of the RCR's work and increased awareness of the value of our medical specialities to patients and the public. We have created life-saving guidance and expanded our work globally to many different countries. We've revised how we train and examine our doctors to ensure they continue to be the best in the world, plus much, much more. We are ambitious to continue this success and build into the future.

Our Strategic Priorities from 2019 are:

### Workforce

Support excellent, safe patient care by working collaboratively on team-wide standards across imaging and oncology. Define our doctors' professional needs for the future and shape sustainable workforce models for our patients and our specialties to realise them.

### Be the experts

Highlight to the public and stakeholders the contribution our specialties make to safe, evidence-based and cost-effective patient care. Contribute meaningfully to the debate on the future of healthcare both in the UK and overseas.

### Professional learning

Develop our educational offer to support our doctors to meet the challenges of practice, working with others where appropriate, sharing ideas where possible. Adopt new educational models rapidly to ensure continuing equity of access to high-quality products.

### Membership value

Support all members and Fellows to deliver the best care for patients, for their entire career regardless of where or how they practice.

### Our College

Shape a College that is demonstrably agile and responsive, accountable and open, supporting our specialties and the patients we treat.

The RCR is growing – in what we achieve, our income and our staff. We are a great team that focuses on improving the lives of patients through our doctors. Our culture is friendly and ambitious, underpinned by a continuing commitment to develop and support all our employees.

We are a *London Living Wage Employer* ([www.livingwage.org.uk](http://www.livingwage.org.uk)) not only for our employees, but also in respect of our contractors.

The RCR welcomes talented people who share our ambition, commitment who will enjoy working with and for talented professionals.

I look forward to hearing from you.

Yours sincerely



## Working for the RCR

The RCR is a membership body and a registered charity. The trustee board is mainly made up of practising clinical oncologists and clinical radiologists and is accountable to the membership at large. Each specialty has its own Faculty which agrees policy and the range of support, advice and guidance offered to doctors in the specialty. The executives of the RCR are the eight Officers (doctors) who work closely with the senior management team (the Chief Executive and Executive Directors for Communications, Education, Professional Practice and Business and Resources) supported by about 100 other employees.

### The Communications Directorate/Marketing and Digital Team

The RCR is a great place to work. At the forefront of the health agenda, our members diagnose and treat cancer, heart disease, stroke and more, whilst leading on innovations including AI, skills mix and community diagnostic hubs. With demand skyrocketing and a workforce shortage threatening the provision of critical cancer care, our members' work and views have never been more

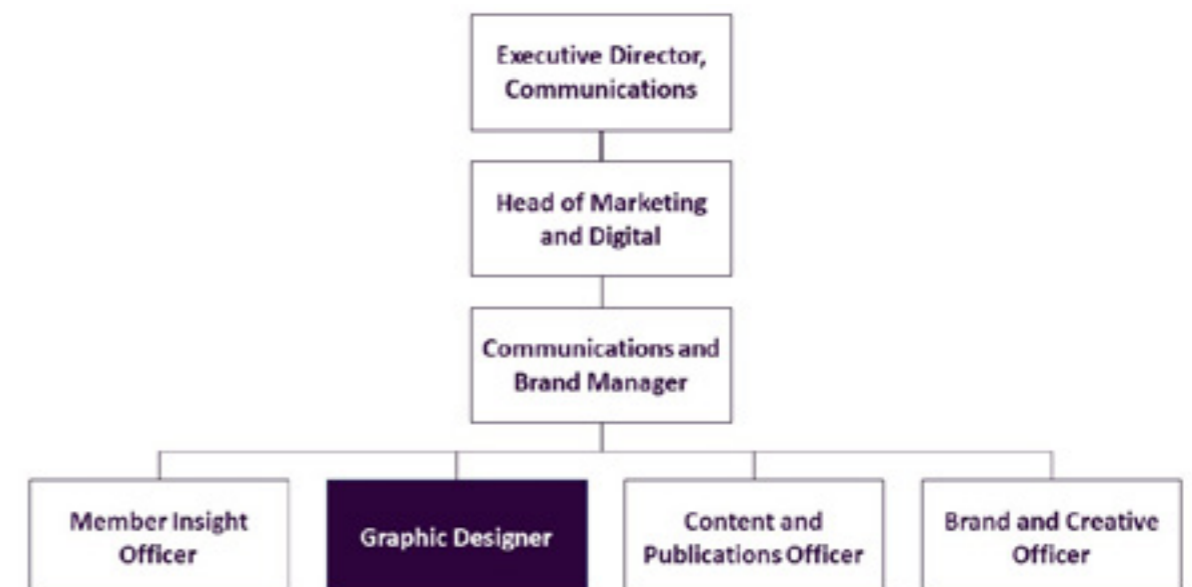
important.

The Graphic Designer holds a pivotal role at the heart of the Marketing and Digital team, by leading on the ongoing development of the RCR's visual identity to engage our key audiences, both internal and external.

Following the introduction of our new brand in November 2023, they will use their design expertise and creative flair to manage and execute design briefs in line with the new guidelines, manage print production processes and advise and guide colleagues to ensure that all new projects are designed to support the RCR brand.

The Graphic Designer works collaboratively with teams across the Communications Directorate and the whole organisation, working to ensure that all design activities uphold the RCR's standards of excellence, promote our brand narrative and connect with our audiences effectively.

### Where the job fits





# Job description

Job title:	Graphic Designer
Responsible to:	Communications and Brand Manager
Responsible for:	N/A
Contract terms and hours:	Permanent, full time
Location:	63 Lincoln's Inn Fields, London WC2A 3JW with flexible working

## The role

### Overall purpose

The Graphic Designer will lead the ongoing creative development of the RCR's visual identity to connect with and engage our key audiences, both internal and external.

They will use their design experience and creative flair to manage and execute design briefs, assets and brand development in collaboration with key stakeholders, ensuring that all projects uphold the RCR's standards of excellence while meeting strategic objectives.

## Main areas of responsibility

• Design services • Management of brand visual identity • Asset development and production • General

### Responsibilities

#### a. Design services

1. Liaise with internal stakeholders to receive, discuss and interpret creative briefs from a design standpoint.
2. Lead on the end-to-end management of internal design projects, ensuring that high-quality work is delivered on time and on budget.
3. Undertake the primary design work on significant brand projects, including, the rebranding of the office at 63 LIF
4. Foster a collaborative environment across all departments and Directorates, providing strategic support aligned with their operational objectives.
5. Provide design expertise and advice for RCR projects, resources and communications as required.

#### b. Management of brand visual identity

6. Support the Brand and Creative Officer in protecting and building the RCR brand so that it is used effectively and impactfully.
7. Act as the expert on all brand-related design matters.
8. Manage any contracted freelance designers to ensure high-quality and on-brand work across all media/platforms.
9. Advise and guide teams across the organisation to ensure that all assets and products developed are designed to support and build the RCR brand.

#### c. Asset development and production

10. Support the Brand and Creative Officer in the development and day-to-day management of the Resource Space DAM platform.
11. Manage all print production processes and act as the main point of contact with our external suppliers in this area.
12. Lead the production of all in-house design for the organisation and advise on/review any externally produced items.
13. In partnership with the Brand and Creative Officer, develop, design and deliver key assets for use on the website, social media, e-communications, publications and marketing, including:
  - Create eye-catching artwork for print and digital formats, preparing concepts, formatting text to templates, adapting artwork based on feedback and proofing amends.
  - Produce content to support member engagement on social media and online.
  - Create animation, motion graphics and video content for use within presentations, videos, e-learning and other digital media.

#### d. General

14. Work collaboratively across the Directorate and organisation.
15. Maintain documentation on all activities carried out.
16. Maintain and manage records in accordance with RCR's data protection policy and guidance.
17. Ensure that all activities are fully compliant with and contribute to the development of information governance policies and procedures across the College as part of the information management programme.
18. Undertake such other duties appropriate to the level of the postholder's qualifications and experience as may be required by the RCR from time to time.

## Key working relationships

### Internal working relationships

- Communications and Brand Manager – reporting to
- Brand and Creative Officer – working closely with
- Marketing & Digital team – working collaboratively, sharing information
- All teams and colleagues across the RCR – providing information, technical advice and support

### External working relationships

- Suppliers as needed (printers, external designers and DAM system provider)



## Scope and limits of authority

Decision making level	Deliver of projects within areas of responsibility
Financial resources	Monitoring spend within agreed budget
Other resources	Brand guidelines Digital Asset Management system (Resource Space)
People management	N/A
Legal, regulatory and compliance responsibility	Ensure activities are compliant with data protection, copyright and intellectual property rights.



## The person

	Essential (E) or Desirable (D)
<b>Knowledge, qualifications and experience</b>	
Significant experience of working either in an agency or in an in-house brand or marketing team	E
Proven experience in project management within a creative environment	E
Understanding of how to work effectively with brand guidelines and accessibility standards	E
Demonstrable experience of creating artwork for print and digital formats, including brochures, reports, leaflets, flyers, templates, adverts, posters and promotional/campaign materials	E
Experience of preparing layouts, formatting text to templates, adapting artwork based on client feedback and proofing client amends	E
Demonstrated experience of digital design for social media and web	E
Knowledge and experience of conference/event and stand design	D
Proficient knowledge of the Adobe suite of products (including Illustrator, Photoshop, InDesign and Acrobat) or similar products	E
Intermediate experience of working with video editing, animation and motion graphics software, including Premiere Pro and After Effects (or similar)	E
Familiarity with asset management systems	D
<b>Skills and abilities</b>	
Accurate use and understanding of English.	E
Excellent communication skills with the ability to explain ideas and communicate with internal and external audiences	E
Self-starter, confident to initiate and progress work, knowing when to consult or involve others	E
Ability to manage own time effectively and prioritise own work across a range of activities to deliver as required	E
Accuracy and attention to detail	E
A keen eye for aesthetics and composition, with a solid understanding of typography, colour theory, and visual storytelling	E
A deep understanding of design trends, consumer preferences and emerging techniques to be at the forefront of visual storytelling	D



## The person

### Other Requirements

To be able to apply candidates must be able to also fulfil the following requirements:

- Candidates must have the right to work in the UK to be able to apply for positions at the RCR
- Enthusiasm for learning and development and taking on new tasks
- A strong commitment to equality and valuing diversity
- Commitment to the aims and charitable objectives of the RCR
- The ability to maintain confidentiality and information security
- Commitment to the values and behaviours of the RCR
- Commitment to own continuing professional development
- Self-awareness



## Our values



### People focus

We treat everyone fairly and with respect, actively listening and responding appropriately, while recognising individual differences.



### Integrity

We are open, honest and transparent. We strive to reflect and learn from experience in every area of our work to deliver the right outcome.



### Making a difference

We strive for excellence. We make a difference by setting standards and empowering our membership and our staff through personal development and lifelong learning.

We recognise that patients' best interests underpin everything we do.



## Behavioural competencies

The RCR's Competency Framework defines the behavioural competencies required from all staff to contribute effectively in their role and within the wider organisational team.

### Communicating effectively

The success of the College depends on how it communicates with its membership and other stakeholders. Employees need to know their audience(s) and communicate with them in a way which meets stakeholder needs and expectations as far as possible.

### Working together

The College's effectiveness and reputation depends on efficient and collaborative working, both within and beyond the team. This includes all employee colleagues, Officers, other Fellows and members and often others outside the College.

### Personal effectiveness

The College is most effective when employees take ownership of their work, understand the context of that work, deliver effectively to achieve required results and demonstrate a positive attitude to taking on additional responsibilities or learning new skills.

### Customer focus

We should all provide excellent services to all customers but notably to the membership and staff colleagues. Focusing on those and other customers, and understanding and responding appropriately to their needs, is key to the success and sustainability of the College.

### Embracing change

We must all play a part in ensuring that the offer the College makes continues to be effective and relevant in meeting customer needs. This will involve changes to what we do and how we do it. We all need to play our part in embracing change.



# How we value our people

## Benefits

We offer all our employees a fantastic range of benefits to help you enjoy a great work-life balance, look after your wellbeing and plan for the future.

### A modern and welcoming working environment

We've made sure our office in a prime central London location is a destination people want to come and work in – it's open-plan and spacious, with areas for meetings, collaborative working and concentrated workspaces. We also have kitchen facilities well-stocked with plethora of teas and two very fancy coffee machines for everyone to use

There are lots of things going on when you come in too, including learning and development sessions with doctors talking about their work, tea and cake get-togethers, free massages monthly and monthly town hall meetings where staff can share updates and ask questions. We even have our own social committee and organise regular fun events, which are a great way for you to get to know your co-workers.

### Excellent pension scheme and life assurance

We like to help our staff save for the future and provide an excellent employer pension contribution. We also have a life assurance and personal accident policy which covers all employees up to four times their annual salary.

### Hybrid working

At the RCR we only hire great people, and we value being able to bring everyone together to bond, build great working relationships and

generate amazing and innovative ideas.

We embrace remote working, and our staff are able to work remotely for up to 60% of their working time, with 40% in the office. All staff are provided with a laptop to allow them to work remotely, along with equipment such as desks and chairs to make sure they're comfortable when working from home. Our offices are open throughout the working week though, and staff are always welcome to come in as often as they wish.

### Wellbeing support

We like to make sure everyone at the RCR is supported, both professionally and personally, so in addition to our excellent line managers and supportive HR team, we've invested in training a number of dedicated staff members passionate about mental Health as Mental Health First Aiders. We also provide an Employee Assistance Programme, that's has a 24/7 helpline so if you ever have any personal problems or concerns, there's always somewhere to turn for help and advice.

### Generous annual leave allowance

Working hard is important, but taking a break matters just as much. Everyone starts with a 25-day annual leave allowance per year and that increases with service too.

### Interest-free season ticket loan and cycle to work scheme

To make sure you're able to get into the office in the way that best suits you we offer all staff the option to take out an interest-free season ticket loan to help cover the cost of travelling, as well as a cycle to work scheme for those of us who like to be more active on their commute. If you





do choose to cycle in, we have somewhere safe to leave your bike and showers to use if you want to freshen up before work.

### Festive spirit

We know taking a break at the end of the year is important to our team. To ensure everyone gets a well-deserved rest to spend time with loved ones, we usually close our office between the Christmas and New Year period – gifting the extra days off to all staff, in addition to their usual annual leave.

## Equality and diversity

Every day, our colleagues are making a difference by helping to improve imaging and cancer care for all. This starts by having the best talent, and that is only possible with a diversity of thinking, diversity of background and experience, and diversity of skills.

Diversity means better ideas, better solutions and more innovation. It's why one of our key priorities is to ensure our workforce reflects the communities we serve.

### Making a real difference

In addition to all the great benefits we've listed above, we believe the main reason people want to join the RCR is because you also get to go to work knowing your role has an impact on the lives of doctors and patients.

We're committed to creating an inclusive workforce and working environment for us all to enjoy – where everyone is able to bring their whole self to work to create change and reach new heights of creativity.

You can find our equality, diversity and inclusion commitment [here](#) as well as our equality and diversity policy [here](#).



*Great purpose, great people, great working environment and clear direction of travel."*

## How to apply

The closing date for applications is 23:59 14 July 2024

Please submit a CV and a covering letter of no more than a page and half, together with a completed [Diversity Monitoring Form](#).

It is important that your covering letter includes a clear statement in support of your application, which demonstrates how you meet the essential (and, where applicable, desirable) criteria described in the table entitled 'the person'.

We expect you to meet the points listed under "other requirements" of the Person Specification as a pre-requisite for applying for this position. However, you are not required to address these points in your written statement. We will explore them further if your application is taken to the next stage(s) of the recruitment process.

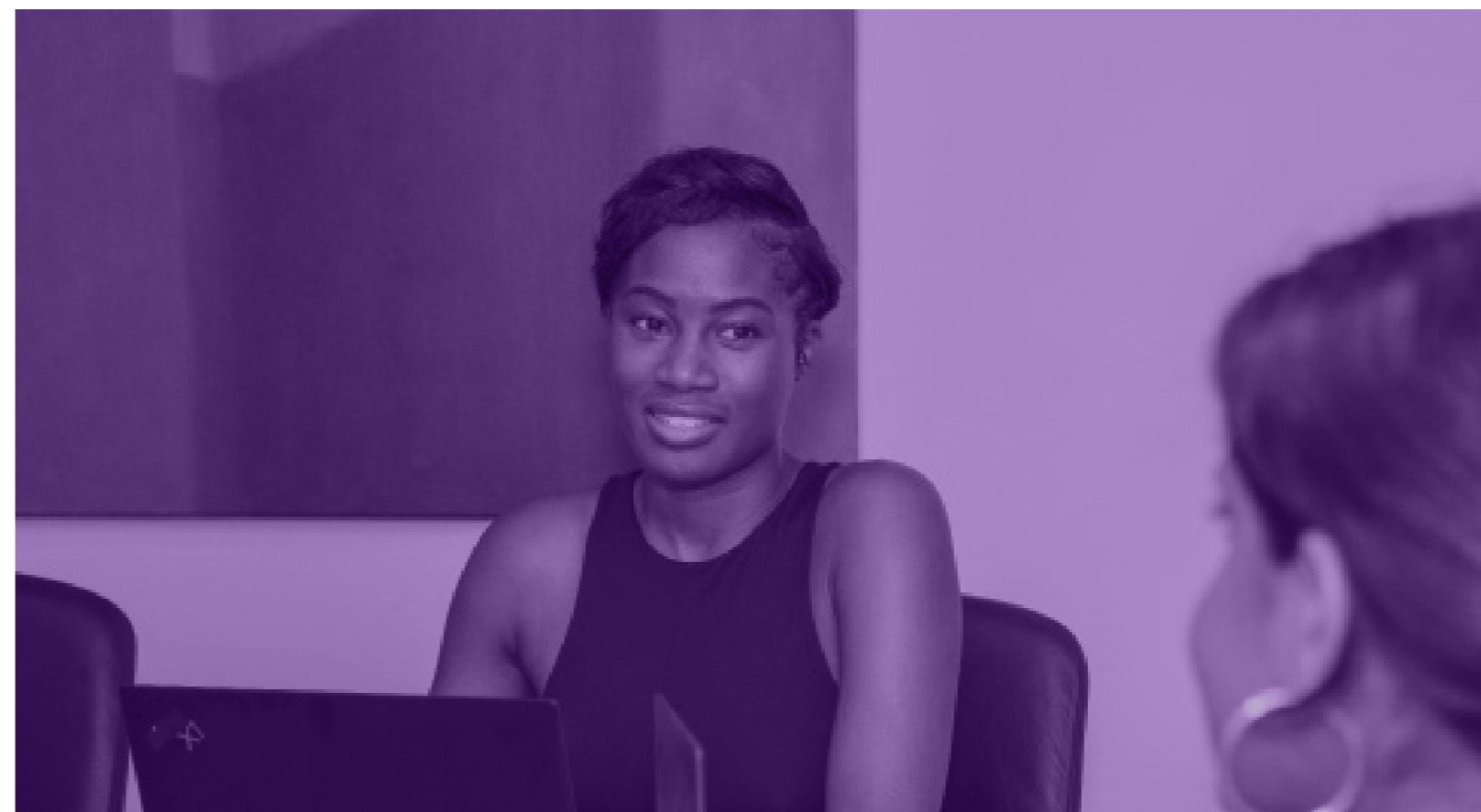
The application process is the first chance we have to assess your suitability for the role you're applying for, and as such, we ask that your application is written by you, and that you do not use AI tools such as ChatGPT to create your application. Where we suspect AI tools have been used to create your application you unfortunately won't be shortlisted for the next stage of the recruitment process. We hope that you respect this request in line with our value of integrity [Values & strategy | The Royal College of Radiologists \(rcr.ac.uk\)](#)

Applications should be emailed to [jobs@rcr.ac.uk](mailto:jobs@rcr.ac.uk)

If you have not heard further from the RCR within a fortnight of the closing date, you should assume that you have not been shortlisted for interview on this occasion.

Shortlisted candidates will be invited to attend first stage interviews on 18 July 2024.

If you consider yourself to have a disability and require a hard copy pack or a different format, for example large print, please contact the HR team at [jobs@rcr.ac.uk](mailto:jobs@rcr.ac.uk)





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