

CRANLEIGH SCHOOL

JOB DESCRIPTION

SCHOOL PHOTOGRAPHER & GRAPHIC DESIGNER



CRANLEIGH
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JOB SUMMARY

The post holder will be responsible for the majority of the Schools' photography (Cranleigh Senior School and Cranleigh Prep) and for much of the graphic design of a wide variety of publications and marketing material, taking a lead in its development and supporting staff, pupils, internal administration departments and external parties as required.

The role will involve strong collaboration with the Admissions and Communication teams and with the Assistant Deputy Head. Naturally it will also involve working at all levels across the Schools and organising the post holder's work schedule around Cranleigh's busy boarding environment.

MAIN DUTIES & RESPONSIBILITIES (Photography):

- To provide the majority of the Schools' 'reportage' photography arising from a diverse range of School events, plus individual/portrait/team photography, as requested by the Marketing, Admissions and Communications teams as well as Housemasters/mistresses and Heads of Departments. This photography is likely to be used in a variety of internal and external media including the website.
- To provide photography of a more specified nature, of a suitable quality and style to be used primarily for marketing purposes. This will involve selection of more powerful, evocative images as requested by the Heads of Marketing/Communications.
- To act as the 'official' School Photographer for all school events or arrange cover for them if appropriate, and as such to manage effectively the School's photography diary to ensure key events are captured.
- To be responsible for ensuring the work is co-ordinated, edited, catalogued and filed appropriately, and to create and maintain a user-friendly electronic register of all School images for the purposes of archiving and easy future retrieval. This will require liaison with key parties to ensure that every event and multimedia requirement is covered adequately.
- To develop and produce media images such as short films, podcasts and Vlogs for use on the school website and social media sites if required.
- To work closely with the other members of the community to ensure creation of appropriate shots for a number of key publications throughout the year.
- To deliver a short course on photography and/or graphic design as part of the School's pupil activity programme.
- Format and upload appropriate photo galleries to the website.
- Arrange for the sale of suitable photographs (team/individual) to parents and pupils, and ensure that the photographs are billed appropriately at the end of each term in liaison with the Director of Finance and Fees controller.

MAIN DUTIES & RESPONSIBILITIES (Graphic Design):

- Liaise with Marketing & Communications and other internal Departments, Houses and the Media group to advise and help implement various multimedia ideas and publications. This may also include the production of material for prospectuses and web-based videos for the School website.
- Carry out design and typesetting of School publications, magazines, leaflets, flyers, invitations and other documents as required for Marketing, Communication, Admissions and other purposes.
- To liaise with the Reprographics Technician, proof readers or external printers when appropriate to ensure items are printed in good time and are of good quality.
- To ensure all print items produced by the School conform to house style.
- To work with the Marketing, Admissions and other key teams on the production of the Schools' and Foundation's main publicity materials.
- To compile an audit/timetable of Cranleigh documents which are printed regularly in order to facilitate forward planning of print and copy requirements.
- To advise the in-house Media group on various topics such as file compression, effects and project management so that their work is being conducted in line with whole-school resources.
- To work with departments across the Schools as required to ensure joined-up thinking.
- To work with the 150th Anniversary teams on the creation of key 150th related material, including assisting with the creation of selected 150th publications.

OTHER DUTIES

- To play a lead role in digitising, electronically filing and appropriately cataloguing all of the Cranleigh Room archive material at the earliest possible opportunity, in preparation for the planned 150th publications.
- Abide by the School's Health and Safety Policies and Procedures at all times.
- Assist with digital signage projects as appropriate.
- Assist with any other projects and tasks required and directed by the Head of Marketing/Communications, Director of IT or the Deputy Bursar.
- Maintain the Schools' photographic equipment.

PERSON SPECIFICATION

Essential Qualifications, Technical Skills and Experience

- Demonstrable experience of working with a diverse client portfolio.
- Demonstrable skills in design and layout work.
- Demonstrable experience of photographing people and events.
- Recognised qualification in multimedia i.e. photography/video.
- An appropriate qualification in graphic design.
- Educated to at least 'A' Level or equivalent.
- Experience of working in a design or design/marketing environment.
- Experience of working in a customer driven administrative environment.

- Understanding of electronic file management.
- Proficient in verbal and written communication skills with the ability to communicate technical issues to technical and non-technical people alike.
- Fully competent using Adobe Design CS4+ suite including InDesign, Photoshop and Illustrator.
- High level of computer literacy, including use of standard computer packages to include Word, Excel, Powerpoint and Outlook.
- Demonstrable ability to effectively prioritise workload and take an organised approach to work.
- Experience in creating vector graphics.

Personal Qualities

- An obvious passion for photography and graphic design, and good interpersonal skills in order to be able to relate well to the subjects of the photography.
- Strong organisational abilities in the technical management of events, from inception through to completion.
- A willingness to work out of hours (including evenings/weekends) to complete tasks when necessary and to photograph a wide range of school events.

OUTLINE CONDITIONS OF SERVICE

Remuneration

In the region of £26,000 - £30,000 per annum, dependent on relevant skills and experience.

Working Year/Hours of Work

Full-time working, predominantly term time with an additional four weeks' work during holiday periods as necessary. Based on 40 working hours per week and a 40 week year.

Out of hours working, including evenings and weekends will be required.

Pension

The School provides access to a pension scheme for Bursarial Employees.

SAFEGUARDING & OTHER MATTERS

The School supports the principle of equal opportunities and welcomes applications regardless of age, gender, ethnicity, religion or beliefs, disability or sexual orientation. Only applications submitted on the School's Application Form will be considered.

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The post holder will be subject to a DBS check.

June 2013