
JOB DESCRIPTION

Job title:	Senior Digital Creative Designer
Grade:	D
Department:	Group Brand and Marketing
Responsible to:	Senior Marketing Manager, Brand and Creative Content
Budgetary responsibilities:	Purchase order and external cost management of appointed agencies and freelancers
Responsible for (staff/jobs):	None

Main purpose of the job:

We are committed to creating exceptional digital experiences that are accessible to everyone. We believe that great design should be inclusive, intuitive, and impactful, serving a diverse audience. We are looking for a passionate Senior Creative Designer with a focus on accessibility and digital design to join our creative team. If you are someone who combines creative design expertise with a strong understanding of digital requirements and accessibility standards, we want to hear from you.

Job Responsibilities

Core creative delivery

- **Design Creation:** Design visually engaging, user-friendly digital assets, as well as non-digital content, while ensuring a seamless user experience across devices and platforms.
- **Accessibility Compliance:** Ensure all design work adheres to accessibility standards, including WCAG 2.1 guidelines, to create inclusive experiences for users with disabilities. Collaborate with development teams to implement best practices in accessible design.
- **User-Centric Design:** Champion a user-first approach in your work by conducting research and applying insights to design, focusing on clarity, simplicity, and inclusivity.
- **Collaboration:** Work closely with cross-functional teams (developers, UX/UI designers, product managers) to integrate accessibility into every stage of the design process, from wireframes to final production.
- **Design Systems:** Contribute to and maintain design systems that emphasise accessibility and consistency in visual language, typography, colour schemes, and interaction patterns.
- **Drafts & Feedback:** Create design drafts for testing, soliciting feedback, and iterating on designs to continuously improve usability and accessibility.
- **Visual Identity:** Uphold and evolve the company's brand identity, ensuring that designs reflect the brand's values while being functional and accessible to all users.
- **Stay Current:** Keep up with the latest trends, tools, and techniques in design and share insights with the team to drive ongoing improvement.

CAF Values and Behavioural Indicators

The CAF Values and Behavioural Indicators set out in a transparent and consistent manner the explanation of the performance expectations of all CAF People. Through the use of common language and common standard, it combines a set of behaviour with the required technical skills and knowledge needed to effectively perform in any given role in CAF. This is used for the assessment, management and development of performance of all our people across CAF

Please refer to the link: [CAF values and indicative behaviours](#) for the CAF Values and Behavioural Indicators.

Dated: March 2025

Person Specification

Job title: Senior Digital Creative Designer

Attributes	Essential ✓	Desirable ✓	How Evidenced *
Experience <ul style="list-style-type: none"> 3+ years' experience in commercial design environment Design for digital channels, eg website, social and SEM Animation for web and social media Video production and editing Design for printed communications 	✓ ✓ ✓ ✓ ✓		R/A
Qualifications <ul style="list-style-type: none"> Design to degree level (or equivalent) Educated to A Level standard (or equivalent) 	✓ ✓		E/A
Knowledge and experience <ul style="list-style-type: none"> Bachelor's degree in Graphic Design, Web Design, or a related field. 3+ years of experience in design, with a strong portfolio that showcases creative work, digital design specialism and accessible solutions. Proficiency in design tools such as Adobe Creative Suite (Photoshop, Illustrator, XD), Figma, Sketch, or similar. Solid understanding of accessibility standards (WCAG 2.1, ADA, Section 508) and experience designing for users with diverse abilities. Experience in designing for web, mobile, and app interfaces, as well as print, with a strong emphasis on responsive design. Knowledge of HTML/CSS and an understanding of how design elements are translated into front-end code is a plus. Excellent communication skills, with the ability to present ideas and explain design choices clearly and concisely. Attention to detail and a passion for crafting polished, professional, and accessible designs. 	✓ ✓ ✓ ✓ ✓ ✓ ✓		E/A/C/R

<p>Specialist skills/ability/knowledge</p> <ul style="list-style-type: none"> • Extensive knowledge of Adobe Creative Suite <ul style="list-style-type: none"> ○ InDesign ○ Illustrator ○ Photoshop ○ Premiere Pro ○ After Effects • Extensive knowledge of Microsoft Office software <ul style="list-style-type: none"> ○ PowerPoint ○ Word ○ Excel • Experience of print management process • Best practice in brand management • Experience of video production, filming and editing • Experience of digital copywriting • Strong passion for Charity/ Not-for-Profit Sector 	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ 	<ul style="list-style-type: none"> ✓ ✓ ✓ 	
<p>Personal qualities</p> <ul style="list-style-type: none"> • Creativity • A self-starter, pro-active, with a can-do attitude • Organised: able to multi-task and prioritise workload • Calm and efficient approach • Strong attention to detail • Excellent verbal and written communication • Ability to communicate and influence at all levels • Customer focus • Excellent time management • Stays up to date with all of the technological advancements across the creative landscape 	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ 		A/C/T
<p>Prior to Appointment</p> <p><i>All posts:</i></p> <ul style="list-style-type: none"> • <i>Credit check</i> • <i>Basic Criminal Records Check</i> • <i>Employment references</i> • <i>Medical clearance</i> <p><i>*FCA approved posts:</i></p> <ul style="list-style-type: none"> • <i>Standard Criminal Records Check</i> 	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ 		R/E

*Key: R= References E= Evidence/certificates A= Application C= Competency interview
T=Testing/assessment