

Friends of the Earth – Job Description

Job title	Senior Graphic Designer
Reporting to	Head of Content and Creative
Team	Content and Creative
Career stage	Grade D
Contract	Permanent
Location	Flexible
Line management	Midweight Graphic Designer

Purpose of the role

To lead on graphic design content within a busy Content and Creative team. To set high standards for graphic design at Friends of the Earth, managing workflow and developing impactful, audience-centric creative concepts and assets that meet our organisational needs (including fundraising, campaigning and activism).

Key responsibilities and tasks

- Manage the graphic design workflow and output, developing briefs, assigning them to the Midweight Graphic Designer, agreeing project schedules, ensuring all projects are delivered on time and budget, and communicating with internal stakeholders.
- Produce inspiring, bold and innovative graphic design for use across a wide range of digital and offline channels.
- Ensure all output is based on audience insight and supports Friends of the Earth's organisational objectives, telling compelling stories about our impact.
- Line-manage the Midweight Graphic Designer, including conducting appraisals, setting objectives, and guiding learning and development. Provide timely and constructive feedback on their creative work.
- Manage relationships with our roster of freelance graphic designers and printers, including briefing, overseeing schedules and providing feedback.
- Act as brand guardian, ensuring all graphic design projects reflect the brand personality and values of Friends of the Earth, including inclusivity and accessibility. Play a key role in developing our visual identity.
- Implement best practice for ideation, leading brainstorming sessions and developing the most impactful and audience-centric creative concepts.
- Contribute to fostering a strong team culture of collaboration and creativity, including sharing sources of inspiration and testing new approaches, and proactively improving team processes.

Person specification

Essential:

- A strong portfolio that demonstrates an excellent eye for design and experience delivering compelling messages with excellent aesthetics.
- Ability to lead on the development of engaging, audience-centric creative concepts that work across multiple channels, and to communicate these concepts clearly to stakeholders.
- Experience of working with different brand identities and applying them consistently across a range of formats.
- Experience managing freelance designers and creative agencies, including briefing, giving feedback and maintaining good relationships.
- Line-management experience, or experience of providing leadership to a team member (including giving feedback on their work, supporting their development).
- Experience of print buying and management of production jobs from beginning to end, on time and on budget. Excellent understanding of print specification and production with proven ability to produce print-ready artwork.
- Ability to efficiently manage multiple projects, prioritise accordingly, manage time and budgets, and communicate well with internal stakeholders.
- Excellent skills in Adobe Illustrator, In-Design and Photoshop.
- Proactive team player with the ability to work independently and with a problem-solving approach, as well as to collaborate positively with other creative and content specialists.
- Excellent communication skills with ability to interrogate briefs and positively engage stakeholders in projects.

Desirable:

- Experience of digital design for web (UI).
- Experience working on fundraising and campaigning projects.
- Understanding of accessibility in design.

Our Values

Ability to demonstrate understanding and apply our values.

Integrity – We demonstrate integrity throughout everything we do, internally and externally.

Impact – We make the biggest impact we can through good analysis and judgement, insight, feedback and focus.

Leadership – We motivate others through our individual and collective actions, our compelling vision, and our clarity on what work needs to be done.

Focus on Friends – To build our influence we put new and existing ‘friends; at the heart of our work.

Accountability – We hold ourselves and others to account for our work and how we work.

Learning and Enquiring Mindset – We learn continuously, challenging our own assumptions and habits while expanding our horizons to enable us to improve the impact of our work.

Date approved	2022
Date reviewed	March 2026

Friends of the Earth staff are not permitted to hold office for political parties or stand as candidates for political parties. Staff should also seek permission from the Senior Management Team if they wish to hold a non-public facing official role in a political party. If this is an issue, please do raise this with us as soon as possible.

This job description is current as at the date shown above. In consultation with the post-holder it is liable to variation by the Director to reflect or anticipate changes, in, or to, the post and the organisation.

The job description gives an overview of the main responsibilities of the role. The day to day role will also involve any other duties and responsibilities, express and implied, which arise from the nature and character of the post.