



## Information Governance Team

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14 June 2021

Dear Sir/Madam

**Freedom of Information Act 2000 (FOIA)**  
**Request ID: FOI335707198**

Thank you for your request for information relating to Graphic Designers.

You have requested the following information:

**1. How many Graphic Designers do you employ?**

Four.

**2. How many Senior Designers do you employ?**

Nil.

**3. How many Design Managers do you employ?**

One.

**4. What salary range do you pay your Graphic Designers?**

£22,183 to £27,741

**5. What salary range do you pay your Senior Designers?**

£27,411 to £32,910

**6. Are these salaries benchmarked to match the market rate? If so, how?**

The job descriptions go through a formal HR process to determine the grades for the positions.

**7. Could you send me a copy of your current Graphic Designer job description and person spec?**

**8. Could you send me a copy of your current Senior Designer job description and person spec?**

**9. Could you send me the job evaluation factor breakdowns for the Graphic Designer job role?**

**10. Could you send me the job evaluation factor breakdowns for the Senior Designer job role?**

For Questions 7 to 10, please see the attached documents.

The supply of information in response to a Freedom of Information request does not confer an automatic right to re-use the information. You can use any information supplied for the purposes of private study and non-commercial research without requiring further permission. Similarly, information supplied can also be re-used for the purposes of news reporting. An exception to this is photographs. Please contact us if you wish to use the information for any other purpose.

For information, we publish a variety of information such as: [FOI/EIR Disclosure Log](#), [Publication Scheme](#), [Facts about Coventry](#) and [Open Data](#) that you may find of useful if you are looking for information in the future.

If you are unhappy with the handling of your request, you can ask us to review our response. Requests for reviews should be submitted within 40 days of the date of receipt of our response to your original request – email: [infogov@coventry.gov.uk](mailto:infogov@coventry.gov.uk)

If you are unhappy with the outcome of our review, you can write to the Information Commissioner, who can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF or email [icocasework@ico.org.uk](mailto:icocasework@ico.org.uk).

Please remember to quote the reference number above in your response.

Yours faithfully





Coventry City Council

## Person Specification

<b>Job Title:</b>	Graphic Designer	<b>Job Number:</b>	
<b>Department/Directorate:</b>	People	<b>Post Number:</b>	
<b>Division/Section/Group/Team:</b>	Communications Team	<b>Grade:</b>	Grade 4
<b>Location:</b>	Council House/currently working from home		

Area	Description	Criteria will be measured by:
<b>Knowledge:</b>	<ul style="list-style-type: none"> <li>• Knowledge of political sensitivities and rules and protocols governing local government communications.</li> <li>• An understanding of and interest in, developing new design solutions.</li> <li>• Demonstrates and an understanding of and commitment to, ensuring equality of opportunity in service delivery.</li> <li>• Excellent understanding of first-class customer service.</li> <li>• Political awareness and understanding.</li> </ul>	<p>Interview</p> <p>Application Form &amp; Interview</p> <p>Application Form &amp; Interview</p> <p>Application Form &amp; Interview</p> <p>Interview</p>
<b>Skills:</b>	<ul style="list-style-type: none"> <li>• Ability to communicate effectively at all levels both written and verbally.</li> <li>• Demonstrates strong organisational skills and an ability to manage own workload.</li> <li>• Demonstrates creativity and flexibility.</li> <li>• Sets own high standards of performance.</li> <li>• Demonstrates ability to use a variety of design</li> </ul>	<p>Application Form &amp; Interview</p> <p>Test &amp; Interview</p> <p>Application Form &amp; Interview</p> <p>Application Form &amp; Interview</p> <p>Application Form &amp; Interview</p>

	<p>software including Adobe Photoshop, Adobe Illustrator and Adobe InDesign to produce high quality artwork.</p> <ul style="list-style-type: none"> <li>• Demonstrates ability to negotiate with and advise on appropriate design solutions.</li> </ul>	Application Form & Interview
<b>Experience:</b>	<ul style="list-style-type: none"> <li>• Experience of designing a wide range of publications for print and on-line</li> <li>• Experience of following corporate identity and branding guidelines.</li> <li>• Experience of developing new and creative solutions to marketing needs.</li> <li>• Working and delivering to tight deadlines.</li> <li>• Experience of working with outside suppliers, in particular print and graphic design suppliers.</li> </ul>	<p>Application Form &amp; Interview</p> <p>Application Form &amp; Interview</p> <p>Test &amp; Interview</p> <p>Application Form, Test &amp; Interview</p> <p>Application Form &amp; Interview</p>
<b>Educational:</b>	<ul style="list-style-type: none"> <li>• Educated to BTEC / HND level or above, in a graphic design qualification</li> </ul>	Application Form & Interview
<b>Special Requirements:</b>	<ul style="list-style-type: none"> <li>• Some working outside of normal office hours may be required.</li> <li>• This post is subject to political restriction.</li> </ul>	Interview

**Date Reviewed:** January 2021

**Updated:** January 2021



Coventry City Council

## Job Description

<b>Job Title:</b>	Graphic Designer	<b>Job Number:</b>	
<b>Department/Directorate:</b>	People	<b>Post Number:</b>	
<b>Division/Section/Group/Team:</b>	Communications Team	<b>Grade:</b>	Grade 4
<b>Location:</b>	Council House/Working from home		

### Job Purpose:

Under the overall direction of the Marketing and Design Manager and supervision of the Design Studio Manager, to undertake graphic design for the City Council and ensure that Council publications and other printed and electronic media follow agreed corporate identity guidelines.

### Main Duties and Responsibilities:

1. Reporting to the Marketing and Design Manager, ensure the City Council's Corporate Identity standards are maintained.
2. Provide advice to City Council Directorates on the production of printed and electronic media.
3. Maintain the City Council's Corporate Identity Manual, introducing new guidelines when necessary.
4. Provide technical guidance on the correct usage of the Council logo to maintain a consistent standard.
5. Liaise with external graphic design agencies to ensure consistent implementation of the City Council's Corporate Identity.
6. Liaise with external organisations in ensuring the City Council's Corporate Identity is maintained when used in partnership/jointly funded projects.
7. Provide advice on technical issues relating to design and print.
8. Working closely with a range of Communications Team colleagues, liaise with external suppliers, e.g. graphic design, printers, to ensure that project needs and cost is adhered to.

9. Designs corporate publications through the use of industry-standard software including, newsletters, leaflets, corporate plans, etc.
10. Designs items for the web, e-newsletters and handheld devices.
11. Produce electronic copies of printed media where appropriate.
12. Keep abreast of technological developments in the print and graphic design industry.
13. Any other duties and responsibilities within the range of the salary grade.

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All duties and responsibilities must be carried out with due regard to the City Council's Health and Safety Policy.

Post holders will be accountable for carrying out all duties and responsibilities with due regard to the City Council's Equal Opportunities Policy.

Duties which include processing of any personal data must be undertaken within the corporate data protection guidelines.

**Responsible for:**

**Responsible to:** Marketing and Design Manager

**Date Reviewed:** January 2021

**Updated:** January 2021



Coventry City Council

## Job Description

**Vacancy Reference No:**

<b>Job Title:</b>	Senior Design Officer / Studio Manager	<b>Job Number:</b>	
<b>Directorate:</b>	People	<b>Post Number:</b>	
<b>Service:</b>	Communications Team	<b>Grade:</b>	6
<b>Location:</b>	Council House/working from home		

**Job Purpose:**

1. To develop and maintain an effective in-house graphic design service and to help to lead on the day-to-day management of that service.
2. To advise on, produce and develop work planning for e-communications design, design for print, banners, signage and other formats to help the Council achieve creative design solutions.
3. To ensure the correct use and application of web graphics and designs on the Council's website, Intranet and other media with reference to national guidance on accessibility.
4. To act as the gatekeeper for the quality of publicity design work ensuring value for money and professional standards in the production of all communications tools.
5. To produce evaluation reports of design work undertaken to provide ongoing financial savings for the Council's communications function.

**Main Duties and Responsibilities:**

1. To contribute to graphic design policy development work liaising with and monitoring the role of external designers and printers where appropriate working with post and fast print to increase the amount of in-house design and print and to generate ongoing financial savings.
2. To keep abreast of developing technologies and make recommendations on how web graphics, e-communications design and other marketing tools can be improved and developed through informal discussions, written reports and presentations to council officers.
3. To help develop, produce, update and maintain the Council's corporate identity design manual and protocols and help ensure its correct use both within the Council and with partner agencies.



4. Work closely with your manager (campaigns, design and publications co-ordinator) to actively promote the use of the website as a primary tool for communications both internally and externally for Coventry City Council.
5. Help devise approaches to design to support income generation ie in the application of advertising on Council sites – lamp columns etc.
6. To produce effective design solutions and graphic design advice and training for communications needs (ie business services).
7. To work with managers and officers to produce e-communications materials including Web Graphics, e-newsletters, Flash animations and advise other members of the team on their use, ensuring that web graphics meets the requirements of all sectors of the community, taking in to account issues of accessibility and usability.
8. Design microsites and new elements of the website and carry out specification changes following direction from management or following user feedback.
9. To work closely with graphic designers within the Council to ensure design and web graphic solutions and IT systems (Apple Macs) are effective and up-to-date for the use of new design packages.
10. To work with the web editors team to develop new ideas, including on-line booking and hosting dvd footage, images etc for the website.
11. To design and manage bespoke stand alone websites to support specific events/campaigns.
12. To produce artwork ie leaflets, banners etc for marketing campaigns and events, from concept to production and arrange for financial quotes for external work that provides value for money to the Council.
13. To produce artwork for exhibitions, events and city dressing
14. To carry out duties in accordance with the Data Protection Act, Freedom of Information Act, Copyright laws and any other legislation that affects web, online and other designed communications.
15. Carry out in-house training on web design, e-communications and other graphic design to other council officers as and when needed to enhance their work.
16. To work with partners agencies to develop and apply effective value for money web graphic and design solutions (ie city dressing).
17. To assist with the recruitment of employees within the design function of the Communications team and help to ensure that they are aware of, and comply with, City Council policies in relation to personnel, health & safety, finance and other matters relating to their role.
18. Any other duties and responsibilities within the range of the salary scale.

Post holders will be accountable for carrying out all duties and responsibilities with due regard to the City Council's Equal Opportunities Policy.

Duties, which include processing of any personal data, must be undertaken within the corporate data protection guidelines.

## **All employees**

The post holder must comply with Coventry City Council's health and safety policy and in particular is required:-

- To take reasonable care for their own health and safety at work and of those who may be affected by their actions or by their omissions
- To cooperate with their line manager and senior management, to work safely, to comply with health and safety instructions and information and undertake appropriate health and safety training as required
- Not to intentionally or recklessly interfere with or misuse anything provided in the interests of health, safety and welfare
- To report to their manager any health and safety concerns, hazardous condition or defect in the health and safety arrangements.

## **All employees**

The post holder must comply with the Interagency procedures of the Safeguarding Boards and Coventry City Council's policies for safeguarding children and safeguarding adults and in particular is required:-

- To ensure they are aware of the signs that may suggest a child or vulnerable adult is being abused or neglected
- To report to their manager, or other appropriate manager, any concerns they may have that suggest that a child or vulnerable adult may be being abused or neglected immediately

**Responsible for:** None

**Responsible to:** Marketing and Design Manager

**Date Reviewed:** 2020

**Updated:** 2020



Coventry City Council

## Person Specification

<b>Job Title:</b>	Senior Designer/Studio Manager	<b>Job Number:</b>	
<b>Directorate:</b>	People	<b>Post Number:</b>	
<b>Service:</b>	Communications Team	<b>Grade: 6</b>	
<b>Location:</b>	Council House/working from home		

Area	Description	Criteria will be measured by:
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<b>Knowledge:</b>	1. Knowledge of the ICT marketplace and new developments in web technology	Interview
	2. Broad knowledge of web technologies, graphic design packages	Application form and interview
	3. Industry and government standards for the development of websites	Application form
	4. Working knowledge of Microsoft Access	Application form
	5. Data protection, Freedom of Information, Disability Discrimination Acts, copyright laws and how they affect delivery of service over the web and print	Interview
	6. Understanding of e-communications, print and city dressing production and pricing and other techniques used as a communication tool	Interview
	7. Knowledge of political sensitivities and rules and protocols governing local government communications.	Interview
	8. Understanding and awareness of the role of the website and e-communications in delivering marketing activity	Interview
	9. Demonstrates an understanding of and commitment to, ensuring equality of opportunity in service delivery	Interview

<b>Skills and Abilities:</b>	10. Experience of developing new design solutions for a range marketing needs.	Application form and interview
	11. Confident in Photoshop for the creation of website banners and graphics	Application form
	12. Strong skills in the use of image manipulating software – Photoshop and Adobe Acrobat	Application form

	13. Experience in graphic design and appropriate software packages, e.g. In-Design, Illustrator, Adobe Photoshop to produce high quality artwork	Application form
	14. A good standard of literacy to create basic content, using plain English	Application form and interview
	15. Effectively train and guide colleagues in the use of simple web graphic packages and basic graphic design	Application form
	16. Flexibility to adapt to changing workload demands and new organisation challenges	Interview
	17. Strong organisational and project management skills to complete tasks to required timescales and quality	Interview
	18 Creativity and the ability to follow ideas through implementation	Interview
	19. Ability to communicate effectively at all levels	Interview

<b>Experience:</b>	20. Substantial experience in producing graphic design, web design, layout and content creation in a wide variety of media	Application form and interview
	21. Experience of managing website content	Application form and interview
	22. Evidence of developing and implementing corporate identity and branding protocols and guidelines	Interview
	23. Experience of successfully leading graphic designers to deliver successful marketing solutions.	Application form and interview
	24. Experience of print buying for both short and long print runs	

<b>Educational:</b>	25. Degree in graphic design or equivalent industrial experience	Application form
	26. Evidence of continuous self-development	Application form

<b>Special Requirements:</b>	27. Willingness to keep abreast of changing web technologies	Interview
	28. Very occasional evening and weekend work needed	Interview

**Date Reviewed:** 2021

**Updated:** 2021