**JOB DESCRIPTION**

**CREST Marketing Designer**

**Vacancy Ref: 1473-24**

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| **Job Title:** CREST Marketing Designer | **Present Grade:** 5 |
| **Department/College:** Centre for Research and Evidence on Security Threats, Psychology | |
| **Directly responsible to:** Communications Director | |
| **Supervisory responsibility for:** NA | |
| **Other contacts**  **Internal:**   * CREST staff at Lancaster, members of Psychology, central University, particularly the Press Office.   **External:**   * CREST staff at other national and international Universities SMEs, and charities. Representatives of the media. Publishing houses. Stakeholders, particularly members of the security and intelligence agencies and law enforcement. | |
| **Purpose:**  Using marketing and graphic design skills to help communicate CREST research to stakeholders  **Major Duties:**  Working as part of the Communications team within CREST, and reporting to the Director of Communications, you will: **Design and Production**   * Utilise Adobe InDesign to design, input, and edit content into pre-existing templates. * Ensure all layouts are polished, print-ready, and adhere to CREST’s style guidelines. * Adjust text layouts, resolve formatting issues, and troubleshoot problems. * Support the production of a quarterly print/online magazine promoting internationally leading security research. * Identify and source images to accompany and enhance CREST outputs.   **Marketing**   * Source and **publish** new content on the CREST website, including research outputs, reports, event details, and news updates. * **Update** existing content regularly to keep the website current. * Design engaging **newsletters** and pro-actively source content for it. * Create impactful **social media** posts to promote research, events, and resources. * Promote CREST’s research profile and impact to a wide range of stakeholders, including policymakers, practitioners, academics, and the public.   **Communication and networking**   * Support the implementation of the CREST communications strategy. * Work closely with a small, collaborative team, providing support and sharing expertise, while updating tasks using Trello. * Proactively manage and prioritise multiple tasks, ensuring quality and timeliness during busy periods. * Manage challenging stakeholders effectively and professionally, maintaining a calm and solutions-oriented approach to address concerns. * Respond to feedback and criticism in a constructive manner, using it to refine and improve CREST’s communications.   **Other duties:**   * Continuously explore creative ways to enhance the visibility and impact of CREST's research outputs. * Undertake additional communication tasks as directed by the Communications Director. | |