**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.
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| **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.
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