

# GRAPHIC DESIGNER

## JOB INFORMATION PACK

emcdesign

## WHO ARE WE?

Based in a village just on the outskirts of the old market town of Bedford, emc design is one of the UK's leading design agencies for the publishing industry.

We are passionate about what we do and have built up an unrivalled reputation in producing high-end multi-component (print & digital) resources for international educational publishing markets.

## OUR VALUES

**A first-class company** – It's very important to us that we maintain our position as one of the best editorial design agencies in the UK; not only for our clients and suppliers, but also for our staff.

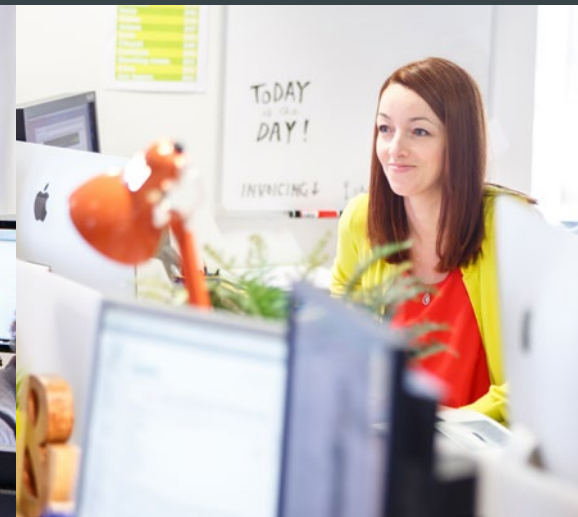
**Constantly improving** – It's the small things that count. By constantly making small improvements we believe we can have a significant impact – on our work, our industry and our community.

**Best service** – Quality, accuracy and creative excellence are fundamental to providing the best service, and we work hard to communicate clearly with our clients and suppliers.

**Our community** – From supporting local events and charities to engaging with our industry, community and people are really important to us.



Our working environment is really important to us and our studio space is open and light with areas to eat and relax. Just 4 miles from the centre of Bedford and with good travel links to the M1, A1 and London, our studio is fully air-conditioned with super fast broadband and space to grow for the next few years. There's also lockable bike sheds and showers for those cycling to work.



## WHO ARE OUR CLIENTS?

Our clients are some of the top publishing companies in the world, and they choose their external partners very carefully. Clients return to us because we have a team of exceptional people who deliver stunning design, technically accurate files, and exceptional creative assets, on budget and to deadline.

We are proud to include as regular clients: Cambridge University Press, Oxford University Press, Springer Nature, Pearson Education (UK and USA), Cengage and National Geographic Learning, UCL's Institute of Education Press, Kogan Page, Nowa Era, Scholastic, Folens, Edco and Illuminate Publishing.

A large proportion of our work is in the field of English Language Teaching (ELT). This area presents some of the most complex material, structurally and visually, and thus provides some of the greatest editorial design challenges. We are also currently working directly with authors.

"Publishing is a fast-moving business that thrives on creativity and collaboration. With over 100,000 books published each year in the UK alone, publishing contributes more to the British economy than any other creative industry."

*Anna Faherty, Visiting Senior Fellow, Publishing Programme, Kingston University*

CAMBRIDGE UNIVERSITY PRESS OXFORD UNIVERSITY PRESS  
PEARSON EDUCATION NOWA ERA SPRINGER NATURE  
RICHMOND ENGLISH CENGAGE AND NATIONAL GEOGRAPHIC  
IOE PRESS HAREMI REDNOVA YORK PRESS ACTIVE IQ  
FOLENS SCHOLASTIC KOGAN PAGE ILLUMINATE PUBLISHING

# GRAPHIC DESIGNER JOB DESCRIPTION

## Main Purpose of Job

We are the UK's leading print & digital design agency for publishing.

The main purpose of the job is to use your design-based skills in key software packages for the design and production of educational material. This includes the design of most components you might encounter within publishing from whole multi-level series to cover design; marketing material to app design. Additional job functions will be text formatting, page layout and making proof corrections in the production of the books and other material we create for publishers. The job is extremely varied, requiring a good mix of technical ability and creativity.

## Reporting to

Design Manager

## Main Duties of Job

The main responsibility of the position is to contribute to the design and production workflow using Adobe CC software. To be a valued member of your team under your Design Manager.

This will include the day to day layout of pages or screens to existing designs of educational course material including printed books, CD ROMs, interactive PDFs, web screens, apps and eBooks. This is to be under the ultimate supervision of Design Managers and will include:

- setting up jobs – developing clean, well-structured templates ready to start production;
- formatting text into accurate styles using GREGP to facilitate this;
- carrying out corrections to proofs according to editorial mark-up using standard proof correction marks;
- layout of pages integrating photos and illustration with the text to create visually striking and balanced pages;
- producing complex 'realia' (examples of written English) independently;
- producing original solutions to books, covers and digital material which can be used as templates for production;
- using Adobe Creative Suite to its full potential. We have team membership of Creative Cloud so you will have full access to all of the Adobe CC software.

You will also be expected to carry out, in the interest of achieving deadlines, any other studio task delegated to you by more senior designers. At times of pressurised deadlines you will be expected to work outside contracted hours if asked, paid at the overtime rate.

The job will mainly involve using InDesign, Photoshop, and Illustrator, plus other relevant software. The job will also include using html, CSS and other more code-based skills, having been given appropriate training.

Part of the job is to maintain quality control of your own work from manuscript layout to proof corrections and checking your own accuracy and document integrity in this area. Our clients expect absolute accuracy from suppliers in the publishing process and maintaining this effectively supports our reputation and has been responsible for our business growth. We are considered a quality supplier and a safe pair of hands.

Initially your work would be checked by more senior staff, and all staff, including senior designers, have work checked by our quality control department (Publishing Services) prior to going out to clients.

You will also be aware of and responsible for producing work within the timescale laid down by clients; so being aware of progress in production within budget constraints using our comprehensive workflow management systems.

## Career opportunities

Becoming more experienced in the role and working towards being a Senior Designer will involve making improvements in creativity in original design such as series/sample designs and complex realia to the highest level. This is coupled with very sound production abilities (including working close to the speed of a Senior Designer), familiarity with all studio and client procedures and, in addition, a senior design role is expected to include an element of project management on multiple titles. Progression of this role will be to support junior members of staff, and sharing knowledge with them and others in the studio.

You will be expected to keep an accurate record of time spent on the projects you work on, both in a manual diary and using our studio management system.

This role would suit someone who is keen to work in a busy design and production environment and has the mindset to keep improving technically and developing creatively.

## Salary

£19,500.00 – £25,500.00

The salary range for this role is intentionally wide, this enables people with a range of experiences to apply as well as provides room for progression within the role.

This is a full-time (37.5 hours, 5 days a week) role based at our studio in Oakley.

# SPECIFIC COMPETENCIES – GRAPHIC DESIGNER

| Competency description   | Knowledge/ Skill/<br>Attitude/ Behaviour |
|--|--|
| <b>Design</b>  |  |
| A degree or HND in Typography or Graphic or Information Design (not media, illustration or other related degrees)  | S  |
| High degree of creative ability, with an interest in editorial design; in other words, to take narrative or instructional information and to be able to read and interpret the meaning, cultural references and other signposts, to create a valid design solution for the client and market | S  |
| A good technical approach to using software – a willingness to dig deep into the depths of Adobe Creative suite and other software to become a more capable and efficient designer   | K/S/A                                    |
| <b>Production</b>  |  |
| Aptitude in InDesign (advanced level)  | K/S                                      |
| Aptitude in Photoshop/Illustrator/Word, others (medium level)  | K/S                                      |
| Experience of using Macs – trouble shooting, font issues etc   | K/S                                      |
| Ability to be self-critical in the interests of improving as a designer  | A/B                                      |
| Tenacious attitude and obsessive eye for detail when applied to (100%) accuracy in carrying out and checking editorial corrections and spotting design elements/non correction attributes of work in production.   | S  |
| <b>General</b>   |  |
| Between one and two years experience, preferably in an editorial design role such as book, magazine or technical publishing. A familiarity with working with long, structured documents.   |  |
| Excellent organisational skills – the ability to monitor progress in production to keep within budgets and to manage multiple jobs within timescales/deadlines   | S  |
| Ability to estimate the time that will be required in production on jobs to evaluate in advance whether work can be completed within time/budgets  | S  |
| A personable character able to get on with other designers in a team   | A/B                                      |
| Can-do attitude with a willingness to do everything necessary to get the job done  | A  |
| Ability to problem solve (technically & creatively) – not to give up in the face of difficult challenges   | K/S/A                                    |
| Time management skills – keeping a diary (manual and electronic) and being effective with your own time  | S  |
| To contribute to the successful running and sustainability of the company  | A/B                                      |
| A knowledge of the publishing industry and understanding of current issues facing the industry would be advantageous   | K  |

## INTERESTED?

Great! All you need to do next is send us your PDF CV and portfolio to [jobs@emcdesign.co.uk](mailto:jobs@emcdesign.co.uk)

# DESIGNER APPLICATION PROCESS

To apply for our vacancy:

- 1** Please send us your PDF CV and portfolio to:  
[jobs@emcdesign.co.uk](mailto:jobs@emcdesign.co.uk)
- 2** We will compare your details against our job criteria and if we think you would be a good fit, we will then contact you and invite you to the next stage of our recruitment process which will be to complete our online application form.
- 3** Suitable applicants who meet the person specification will then be invited in for interview.

Please note that this is a full-time (37.5 hours, 5 days a week) role based at our studio in Oakley.

Our interview process will be with an interview panel with a full conversation about the company and the role. There will be a tour around the studio, then questions that are job-specific as well as questions that are about your own personal situation (based on the information supplied in your application form).

We will then finish the interview process with some short competency tasks that reflect the type of work the job comprises.

EMC Design is an Equal Opportunities Employer.  
Please let us know if you need any assistance with your application.

The logo for EMC Design, featuring the text 'emcdesign' in a lowercase, sans-serif font. The 'emc' portion is in a bright yellow color, while 'design' is in a dark grey color. A small yellow square is positioned above the 'i' in 'design'.

emcdesign

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