

<p><b>Role Mandate</b></p> <p>Job Title: Function /CFBU: Dimensions of the Job: Reports to: Location:</p>	<p>Graphic Designer Marketing No Direct Reports Senior Marketing Manager (Brand) Runcorn</p>
<p><b>Job Summary:</b></p>	<p>Supporting Phoenix UK and individual CFBU's in the creative design and production of marketing communications, publications and associated materials for distribution to CFBU customers and other interested parties within the PHOENIX group.</p>
<p><b>Responsibilities:</b></p>	<ul style="list-style-type: none"> <li>Developing creative and accurate artwork for Group and each CFBU</li> <li>Producing print ready outputs where required on time and to agreed schedule</li> <li>Understand needs of each CFBU and ensure outputs meet the needs of the wider marketing team</li> <li>Work with wider team to ensure robust processes are in place to meet demands for creative and production timelines</li> <li>You'll have the opportunity to get involved with our in-house photography studio and work closely with our in-house content and campaign teams to bring our plans to life.</li> </ul> <p><b>General</b></p> <ul style="list-style-type: none"> <li>Demonstrates the Company's values and behaviours that drive business performance, customer and quality excellence and engagement of our people</li> <li>Leading and building a high performing team that in turn adds value to the business in line with budget and relevant financial constraints.</li> </ul>
<p><b>Key Experience, Knowledge, Skills &amp; Qualifications:</b></p>	<p><b>Key Experience</b></p> <ul style="list-style-type: none"> <li>Experience of working in design and producing creative</li> <li>Producing creative artwork to meet customer needs</li> </ul> <p><b>Knowledge and skills</b></p> <ul style="list-style-type: none"> <li>Proficient in Adobe Creative Suite/Creative Cloud,</li> <li>Ideally possessing a qualification in graphic design</li> <li>Fully conversant in Adobe InDesign, Photoshop, Illustrator</li> <li>Competent in Microsoft Office.</li> </ul>

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#### Key Interfaces

- Wider marketing team
  - IT
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### Drive Business Performance & Value Creation

*Creates value through economic action and establishes meaningful changes*

- realizes goals while considering costs, benefits and risks (goal and result orientation)
- shows commitment in achieving goals, even under difficulties
- searches for permanent solutions and takes responsibility for the results (solution orientation)
- thinks and plans ahead in order to achieve results
- maximises efficiency and effectiveness
- realizes set objectives at due date, quickly delivers results

### Dedicate Yourself to Customer Needs

*Bases his/her behaviour on internal/external customer benefit and thus supports business success*

- focuses on customer excellence, puts him-/herself in the position of the customer
- thinks the process back from the perspective of the customer
- gives priority to customer needs
- reacts quickly and appropriately to customer needs
- incorporates feedback in his/her decision-making processes
- aims at exceeding customer expectations
- actively contributes to build long-term and mutually beneficial customer relationships
- creates mutual trust by being reliable and fulfilling expectations
- meets the customer with respect and fairness
- anticipates customer needs and proactively develops solutions
  - encourages innovation and improvement

Business

Customer

### Strive for Quality Excellence

*Acts quality-conscious and continuously improves work Results*

- has knowledge of his/ her own area of responsibility
- acts responsibly and ensures his/her own quality of work
- demands a high standard of quality of him-/herself and others
- supports a quality which prevents rework and waste (cost awareness)
- works accurately and in compliance with guidelines and best practices (high level of detail)
- learns from mistakes and avoids them in the future
- aims to continuously improve workflow, procedures and products (process improvement)
- continuously improves the performance levels of her/his area of responsibility, corrects insufficient work results
- openly addresses problems and develops (in dialogue with colleagues/ supervisor) appropriate solutions
- is strong in implementation and assertive

Quality

People

### Lead and Engage

*Achieves high performance levels through clear and open communication and an inspirational and appreciative interaction with others*

- motivates self and others to excellence and continuous improvement
- communicates in a timely and precise way and encourages two way communication
- demonstrates team spirit and a sense of responsibility for mutual goals
- determines the direction for own team and ensures that goals and responsibilities within the team are clearly defined and monitored regularly
- actively promotes an organisation of diversity and cooperation (employee involvement)
- identifies and discusses emerging conflicts and supports to solve them
- acts in his/her function as a role model and conducts him-/herself with integrity and credibility
- makes quick and clear decisions, is decisive
- is honest, loyal and behaves in a responsible and respectful way (sense of responsibility)
- suits his/her actions to his/her words (walk the talk)
- embodies the values of the PHOENIX mission statement