



inspired
minds

JOB DESCRIPTION
GRAPHIC DESIGNER

Inspired Minds

Who We Are

Inspired Minds is a grassroots charity that was founded in 2014 to bridge the gap in the understanding of mental health within and between our communities. To achieve our mission and vision, our approach is 2-pronged. We provide critical support and counselling services for both Muslim and non-Muslim clientele alike; recognising cultural, spiritual and Islamic needs. We also actively raise awareness on a variety of issues experienced within our communities, which is informed by the field-based research that we conduct to further our understanding.

Our Vision

We are passionate to build a society where people experiencing mental health challenges can receive understanding, recognition and are empowered to live a fulfilling life.

Our Mission

We are an Islamic grassroots charity that raises awareness and provides support from a faith-based and culturally-sensitive perspective, to those affected by mental health challenges.

Our Values

Our core values form the foundation, beliefs and principles that lie at the heart of our organisation.

Islamic

We are inspired, anchored and guided by our faith, which illuminates what we do.

Compassionate

We attend to the needs of every person with sensitivity, empathy and kindness.

Ambitious

We are determined to go the extra mile and make a lasting difference.

Respect

We treat one another with dignity, honesty and understanding; valuing differences and all contributions.

Excellence

We continuously learn, improve and strive to be the best in everything we do.

Graphic Designer JD

- **Job Title:** Graphic Designer
- **Team:** Communications
- **Hours:** 5 hours per week (mostly remotely with quarterly meetings in London)
- **Duration:** Permanent
- **Purpose:** The Graphic Designer will design and produce print and digital marketing materials to ensure the public face of the charity is professional and uniform reflecting its core values, ethos and purpose.

Role Responsibilities

- Design and produce marketing communications (print and digital) pieces for a wide variety of projects, events and campaigns.
- Ability to flex across a varied range of projects and plan and prioritise workload to ensure all tasks are completed in line with agreed deadlines.
- Confidently communicate with others and interpret and problem solve design briefs.
- Liaise with 3rd parties regarding production of materials ensuring these are taking into consideration with internal deadlines.
- Manage artwork to ensure that brand guidelines are adhered to throughout the organisation's materials.
- Collaborate with stakeholders to ensure consistency of brand identity.
- Provide user-centred design expertise from concept to delivery.
- Demonstrable agency or in-house experience; collaborating with other creative teams and colleagues.
- Act as an advocate where needed and provide information and advice to individuals and families affected by mental health problems.
- Work with their team and line manager to achieve frequent, timely and positive outcomes.
- Relay updates as and when required by their line manager.
- Ensure all due diligence with regards to work carried out.
- Conduct all tasks with regards to any and all relevant legislation, policies and procedures.
- Maintain a high degree of professionalism, privacy and confidentiality at all times.
- Attend and participate in meetings.
- Work respectfully and cooperatively with colleagues, taking on board suggestions and recommendations.
- Participate and take on any further tasks in relation to the post, which may benefit Inspired Minds.

Essential

- Have experience with and access to Adobe Applications and Canva.
- An impressive portfolio, showcasing extensive knowledge of the full suite of Adobe CC apps (InDesign, Photoshop and Illustrator are essential).
- Strong attention to detail and an eye for the latest trend or direction in design and branding.
- A solid understanding of Microsoft suite of apps – PowerPoint, Word and Outlook.
- A good working knowledge of animation and motion graphics using After Effects and video editing using Adobe Premiere Pro.
- Self-motivated, autonomous, demonstrates initiative and flexibility.
- Collaborates and partners well within a team to deliver results.

Desirable

- Evidence of training and continued professional development.