

Job
description

Branding and Design Officer

January 2025

Directorate:	Development and Communications
Pay grade / staff group:	PS04
Hours / duration:	Part time (17.5 h hours per week) Monday to Friday. Non time limited.
Reports to:	Head of Strategic Marketing

Main purpose of the job

The Branding and Design Officer will support the ICR's fundraising and mission by inspiring our audiences through high-quality, visually attractive design. The role is responsible for maintaining high standards of design and branding in all materials produced by the Development and Communications directorate, and more widely across the ICR. The post holder will create designs and artwork for branded materials, work with external designers to produce new brand templates, and provide an advisory service on use of the ICR's brand to other parts of the organisation.

Our mission is to make the
discoveries that defeat cancer

Branding and Design Officer

Duties and responsibilities

Key duties

Create high-quality designs in line with brand guidelines for print and online materials, such as our fundraising magazine Search, leaflets, direct mail and email newsletters.

Provide an artworking service, populating design templates with text, graphics and images in line with brand guidelines.

Liaise with external designers and agencies on high-level design templates for prominent ICR publications, such as the Impact report and strategy documents.

Provide an advisory service to teams across the ICR in use of the organisation's brand to create high-quality designs that comply with brand guidelines.

Work with Head of Strategic Marketing to direct, manage and implement the brand's look and feel, across all media, publications and digital channels.

Oversee design and use of branding in publications, leaflets, posters, presentations, video content and email newsletters.

Develop, maintain and promote up-to-date brand assets and guidelines, ensuring easy access for all staff and appointed agency suppliers.

Provide templates for scientists and students enabling them to produce attractive presentations, posters and other collateral appropriate to their audiences whilst ensuring alignment and consistency with brand guidelines.

Create graphics, infographics, etc. for print and digital publications.

Design digital assets for use on the ICR's website and social media channels.

Produce video and photography to support the ICR's strategic objectives.

Manage the ICR's digital content library (photography, video, etc.) on the Canto platform.

Be a team player, working closely and collaboratively with colleagues across several teams in the Development and Communications directorate.

General

All staff must ensure that they familiarise themselves with and adhere to any ICR policies that are relevant to their work and that all personal and sensitive personal data is treated with the utmost confidentiality and in line with the General Data Protection Regulations.

Any other duties that are consistent with the nature and grade of the post that may be required.

To work in accordance with the ICR's Values.

To promote a safe, healthy and fair environment for people to work, where bullying and harassment will not be tolerated.

This job description is a reflection of the present position and is subject to review and alteration in detail and emphasis in the light of future changes or developments.

Branding and Design Officer

Person specification

Education and Knowledge

Educated to degree level in graphic design or equivalent knowledge/experience.	Essential
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Experienced artworker and designer.	Essential
Experience in creating designs for publications and other print materials.	Essential
Experience with using Adobe suite of design tools or equivalent.	Essential
Experience in digital design, including websites and email newsletters.	Essential
Proven ability to create graphics and infographics.	Essential
Experienced in advising teams on use of brand in print and digital materials.	Essential
Experience in using and helping develop brand guidelines.	Essential
Experience in shooting and editing video and still images.	Essential
Ability to organise and prioritise workload.	Essential
Team working skills – especially a proven ability to work with people across multiple teams and with diverse needs and perspectives.	Essential
Excellent interpersonal skills – with ability to build effective and productive relationships.	Essential
Experience in working with design agencies.	Desirable
Experience in creating inspiring designs for fundraising content.	Desirable
Experience in using design and graphics to communicate about science.	Desirable

General

A genuine interest in and willingness to engage with the ICR's scientific research.	Essential
A passionate belief in our mission	Essential
Willingness to work occasional unsociable hours.	Essential

Branding and Design Officer



About our organisation

The Institute of Cancer Research, London, is one of the world's most influential cancer research institutions, with an outstanding track record of achievement dating back more than 100 years. Our mission is to make the discoveries that defeat cancer.

As well as being one of the UK's leading higher education institutions in research quality and impact, the ICR is consistently ranked as one of the world's most successful for industry collaboration. As a member institution of the University of London, we also provide postgraduate higher education of international distinction.

We are also a charity and rely on the support of partner organisations, funders, donors and the general public.

[Read more about the ICR](#) – our history, culture, and achievements, and how our funders, supporters and partnerships help drive forward our work.

Our values

The ICR has a highly skilled and committed workforce, with a wide variety of roles, each requiring different skills. But whether you work as a researcher, or work as part of our corporate team, your work and behaviour is underpinned by [these six values](#). They are what bring us together as one team – as 'One ICR'.



Our values set out how each of us at the ICR, works together to meet our mission – to make the discoveries that defeat cancer. They summarise our desired behaviours, attitudes and culture – how we value one another and how we take pride in the work we do, to deliver impact for people with cancer and their loved ones.

Professor Kristian Helin
Chief Executive

