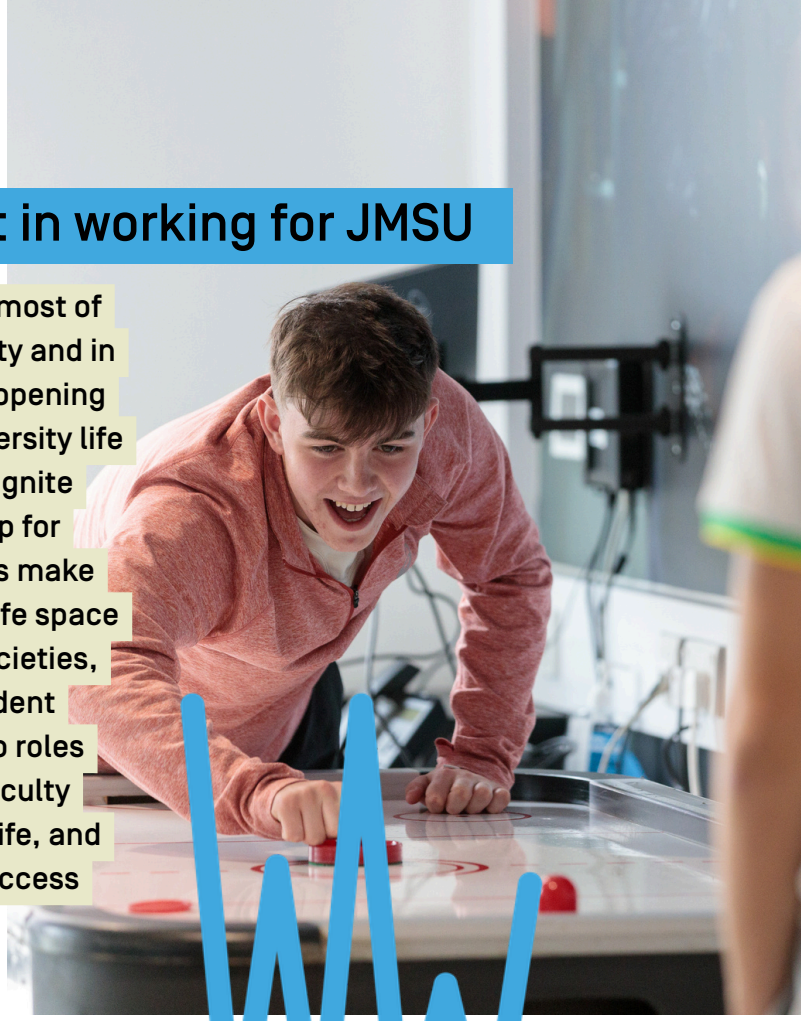
Graphic Design Coordinator

Thank you for your interest in working for JMSU

It's our job is to make sure students get the most of their time at Liverpool John Moores University and in the amazing city of Liverpool. We do this by opening our students' eyes to the opportunities University life brings outside of studying and lectures. We ignite passions, provide new experiences, speak up for positive change and above all, help students make the most of their student experience. Our safe space gives a home to everyone, along with our societies, sports clubs, volunteering, events, independent advice, campaigning and student leadership roles which represent students at a course and faculty level. We work hard to bring great things to life, and look forward to seeing what journeys and success stories our students achieve year on year.



JMSU Fact File

The students' union is for LJMU students

Based in Student Life Building, Copperas Hill,

Democratic, student-led organisation representing 27,000 students

A Registered Charity formally recognised in 1992 (but a rich history of student leadership over the University's 200 years!)

Separate organisation to University – think of us as LJMU's critical friend

Our Strategy

Purpose

We empower students to belong, be heard and to thrive.

Expert Representation

Being an expert in the lives of LJMU students; Capturing, analysing, and advocating to stakeholders to enhance accessibility, quality and the experience of university life.

Building Connections

(Peers, Course, Faculty Union, University, City)

Helping students connect through activity, communities and action. Maximising their time at university to aid student retention, progression, wellbeing, and achievement.

Know our students

Communicate Authentically

Drive Participation & Leadership

Build a Strong & Sustainable Students' Union

Equity, Diversity & Inclusion

How We Are Run

Trustee Board

Our Board of Trustees is made up of four Student Officers, three External Trustees and up to four Student Trustees. They are ultimately responsible for the Charity and establish, with Students, the strategic direction of JMSU and help manage risk and resource. They also support and manage the Chief Executive Officer who is responsible for the overall management and administration of the organisation.

Funding

Each year, the university provides us with a block grant, which is our main source of funding. We also make income through commercial partnerships which support the student experience. As a charity, all money made is reinvested back into the organisation for the benefit of LJMU students.

Staff team

We employ a small but mighty team of around 20 core staff, and approximately 15 student staff. Our Senior Leadership Team includes the Deputy Chief Executive, and the Chief Executive.

Our Student Officers 2026/27

Every year, students can stand to be a Student Officer and lead the direction of JMSU for one academic year, making sure students' needs are at the heart of everything we do. Similarly, each year LJMU students can also vote for the students who they would like to see run our organisation via a campus-wide Elections ballot. Say hello to Josh, LJ, Lucia and Hassan - our 2026/27 team.

Taking Action on Inclusion

We are proud to be a welcoming and friendly team and want all our people to feel confident to be themselves and feel they belong. We're dedicated to building a diverse and inclusive workplace and are not afraid to admit, we have more work to do. It's important that students can see themselves reflected by our staff team and so we are particularly encouraging applications from LBGTQ+ and Ethnically Diverse candidates who are currently under-represented within our core staff team.

Role Profile

Job Title	Graphic Design Coordinator
Location	The post will work primarily at John Moores Students' Union's main office (Student Life Building, 10 Copperas Hill) but will require flexibility to work across other campus sites and off-campus when necessary.
Working hours	35 hours per week, worked flexibly (annualised at 1,820 hours per year), including occasional evening and weekend work.
Grade / Salary	Grade C (Spine points 10–14) currently £27,490 - £30,344 per annum (new hires will start on the first point of the pay grade)
Annual Leave	280 hours per annum (equivalent to 40 days including public holidays and Christmas shutdown)
Contract	Permanent
Team	Content & Engagement, Membership Services
Reporting to	Content & Engagement Manager
Staff reporting to this role	No direct reports

Job Purpose

The Graphic Design Coordinator brings the JMSU brand to life through creative, impactful and accessible design. Working across a wide range of campaigns, events and student-focused initiatives, the role creates engaging visual content that helps students connect with opportunities, services and experiences whilst collaborating with colleagues, Executive Officers and external partners. The postholder supports the delivery of digital and print projects, ensuring communications are visually engaging, audience-focused and aligned with JMSU's brand identity.

Key Accountabilities

- **Create and deliver high-quality, accessible visual content across agreed digital and print channels.**
- **Manage allocated design projects from brief to completion, balancing priorities and meeting agreed deadlines.**
- **Apply and champion JMSU's visual identity and provide practical design guidance to colleagues and elected Executive Officers.**
- **Place orders, arrange payments and check completed work in line with JMSU procedures, escalating significant concerns.**
- **Coordinate print production and supplier relationships in line with agreed budgets and JMSU procedures.**

Responsibilities

- **Interpret creative briefs and develop engaging accessible and design solutions that support JMSU campaigns, events, and services.**
- **Contribute creative ideas and concepts that enhance campaigns and improve student engagement.**
- **Support the creation of multimedia content, including simple motion graphics, video assets, and digital campaign materials.**
- **Adapt designs for a range of different formats, platforms and audiences considering user experience while maintaining visual consistency.**
- **Check that design work is accessible for its intended audience and format, including readability, colour contrast and the use of text and images. Identify any accessibility issues and collaborate with colleagues to resolve them before publication or print.**
- **Prepare print-ready artwork and check specifications, proofs, and final outputs.**
- **Coordinate allocated projects from brief to completion, obtaining the information and approvals needed to keep work on schedule.**
- **Prioritise requests in consultation with the Content & Engagement Manager and keep stakeholders informed of progress.**
- **Maintain organised project files, templates, and design assets to support an efficient and consistent creative library.**
- **Apply JMSU's brand guidelines and create agreed templates that help others use the brand consistently.**
- **Advise colleagues, elected Executive Officers, and student leaders on practical design, accessibility, format, and production options.**
- **Identify opportunities to improve brand resources, templates, and visual guidelines, making recommendations to the Content & Engagement Manager.**
- **Obtain quotations, agree specifications, and coordinate production and delivery with approved suppliers.**
- **Place orders, arrange payments and check completed work in line with JMSU procedures, escalating significant concerns.**
- **Collaborate with colleagues across content, communications, and web services to deliver coordinated campaign assets.**
- **Use feedback, audience insight, and performance information to refine creative work, identify improvements, and maintain awareness of design trends and best practice.**

All JMSU Staff

- Ensure equity, diversity and inclusion are core to everything we do at JMSU, always acting with respect for others and their differences.
- Support the union's elected Executive Officers to achieve their manifesto commitments.
- Be an enthusiastic advocate for our members, student leadership, and our values.
- Support key events throughout the year, including Welcome Week and Elections, including weekend and evening work on occasions.
- Actively engage in student-facing projects and activities of all kinds as required.
- Act in an environmentally sound and sustainability-focused way.
- Attend all essential and role-appropriate training courses, conferences, and meetings necessary to fulfil the duties and responsibilities of the post, taking responsibility for their own continuing professional development.
- Provide excellent customer service to students, elected Executive Officers, colleagues, and members of the wider community.
- Adhere to all relevant JMSU and/or LJMU policies and procedures.
- Ensure understanding of and compliance with all relevant legislation, including but not limited to the Education Act, freedom of speech duties, HR policies, UK GDPR, health and safety regulations, licensing, and insurance.
- Undertake any other duties and responsibilities commensurate with the post.

Person Specification

	Essential	Desirable
Qualifications	• Able to demonstrate the literacy, numeracy and technical design capability needed for the role through relevant qualifications, training, practical experience, or a combination of these.	• A qualification in Graphic Design, Visual Communication, Digital Design, Creative Media, or a related discipline.
Experience	• Experience of creating effective visual content for digital and print use, demonstrated through a portfolio or equivalent examples. • Experience of interpreting briefs and delivering design work for different audiences, channels, and deadlines. • Experience of collaborating with clients, colleagues, or other stakeholders to develop creative work.	• Experience of print production and liaising with external suppliers. • Experience of motion graphics, animation, or video editing. • Experience of creating content and digital marketing campaigns.

Don't meet every single requirement?

Studies show that women, people with neuro-developmental differences and Ethnically Diverse people are less likely to apply for a job unless they meet every qualification. So, if you are excited about this role but your experience doesn't align perfectly with the job description, we'd love you to apply anyway. You might be perfect for the post or another role at JMSU.

Person Specification

	Essential	Desirable
Skills, Knowledge & Expertise	• Practical knowledge of design principles including layout, typography, and visual hierarchy. • Proficiency in relevant design software, including Adobe InDesign, Illustrator and Photoshop, or comparable tools. • Ability to translate complex information into clear, engaging, and accessible visual content. • Knowledge of inclusive design, digital accessibility, and print-production requirements. • Ability to organise competing priorities, work accurately and meet agreed deadlines. • Ability to explain design choices, respond constructively to feedback and build effective working relationships.	• Awareness of current design trends and digital content formats. • Experience of working within brand guidelines across multiple platforms.

Person Specification

	Essential	Desirable
Values & Behaviours	• **A demonstrable commitment to our organisation's values and behavioural expectations.** • **Strong commitment to and understanding of the principles of equity, diversity and inclusion, acting with respect towards others and their differences.** • **Acts with integrity.** • **Comfortable working in a democratic, student-led environment, with the ability to empower and build constructive relationships with students and Student Officers.**	

Recruitment Guide for Applicants

The way that we recruit and select our staff is designed to be fair, transparent and inclusive. We want it to be an enjoyable experience for everyone involved. You should expect to receive great communication and a warm, welcoming experience. If you are invited for an interview, we want you to feel at ease and able to give your best. We have put together this guidance to help you along the way.

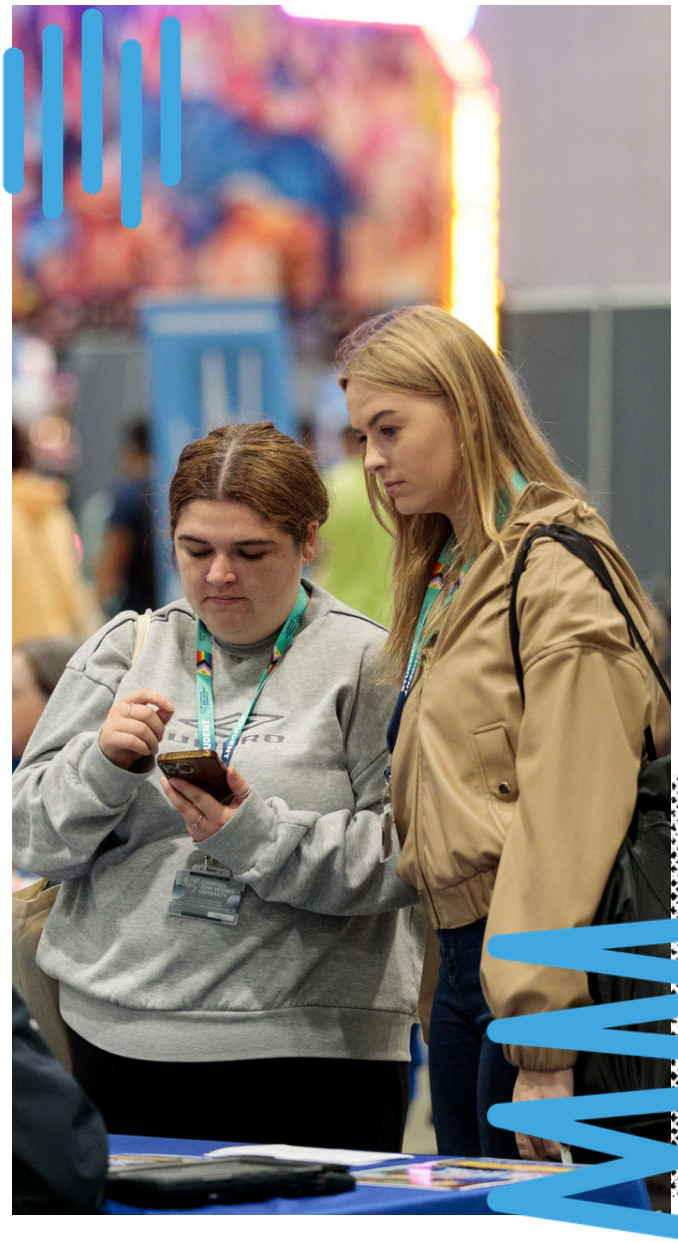
Practical Tips

- Do complete the JMSU application form provided to be considered for the role.
- Do complete the EDI Monitoring form This information will not be submitted to the panel but it helps us monitor and review how we can improve diversity amongst our workforce.
- Don't send your CV To reduce unconscious bias, we remove the section of the application form that includes personal details before the shortlisting stage. We cannot easily do this with a CV.
- Application form in Word format please! If you send in PDF format, we have to convert it back to word to separate your personnel details prior to shortlisting.
- Don't attach supplementary documents such as a CV or cover letter, with your application (unless we ask for it as part of the selection criteria). Only your application form will be provided to the selection panel. Everything you need them to know should be included in that form.
- Do request adaptations We want to ensure there are no barriers to recruitment on the grounds of any protected characteristic. Complete section 1 of the application form to do this. The information in the Equality and Diversity Monitoring form is only.

Considering using AI?

AI tools can be useful for providing inspiration, refining language, and even helping to prepare for interviews. They're especially helpful for those who find applying for jobs and preparing for interviews overwhelming or face additional barriers. However, while there are benefits, it's crucial to ensure you avoid any overuse that can damage your chances of being selected. If you do decide to use AI, it's vital to ensure your application is an accurate reflection of your unique strengths.

Here are some tips that may help:-



1. Personalise Your Application: Use AI to help you get started on drafts, structure and ideas, but make sure your final application is tailored to your experiences, skills, and personality. Show how your values align with JMSU's and highlight what makes you unique.

2. Avoid Direct Copying: Rather than pasting AI-generated content directly, use it as a foundation. Make sure your application is original and authentic.

3. Proofread and Edit: AI-generated content can sometimes include irrelevant or inaccurate information. It's so important you are truthful about your experience and what you can bring to the role. Always review and refine the text to ensure it reflects this.

4. Check for Repetition: If multiple candidates use the same AI tools, there's a good chance we will see lots of similar responses. Make sure each part of your application is unique to you.

5. Be Mindful of Prompts: AI might include unnecessary text, like "Here's your answer." Including them in your response is a huge giveaway! Make sure to remove any prompts or extra text that don't belong in your applications!

Completing your application form

Our application form asks for your existing qualifications and previous employment history. If you have any gaps in your education or employment history, please provide information/evidence to outline the reason. The supporting statement is a key part of your application. Here, you must show how you meet the essential and desirable criteria for the role outlined in the Role Profile. To make sure you do this clearly and concisely, we recommend considering the following approach:

- Take each criterion, (using headings is helpful) and write about how the qualifications/training, skills or experience you have, meet these requirements.
- You can group more than one criterion if it makes sense to do so.
- Use examples, wherever possible – projects you were involved in, presentations delivered etc.
- Think about your transferable skills, volunteering, community work, leisure pursuits etc. How may they apply to the criteria for the role.
- If you don't currently meet all the criteria, tell us how are you working towards this i.e. training, or voluntary work? Although some criteria are necessary to perform the role effectively from the start, not all criteria are a deal-breaker and you may be able to work towards achieving – talk about how you may approach this.
- Finally, explain how you see your values may fit with JMSU, why you want this opportunity and how it will benefit you and JMSU.

Our Process

Certain aspects will differ depending on the nature and requirements of a role but, this should give you a flavour of what to expect Please note that we do not currently use an automated system to collate and respond to applications. We can receive a large field of applicants and as we use the human touch, a response can take a little longer than we would prefer but, we promise we will get back to you – we just ask for patience!

Do you want to find out more about the job?

The advert may have an email contact for the Recruiting Manager. Applicants are very welcome to request a call for an informal chat about the role and/or JMSU if the Advert or Job Pack doesn't answer your question. If you have a query about the process but, can't find an answer here contact jmsu-recruitment@ljmu.ac.uk.

Complete & Submit your Application Form and Equality & Diversity Form

We don't automatically confirm receipt of applications but, will provide one on request. Please note that this may not be until the closing date.

Following the Closing date

Applications are collated and the personal details section is removed. The anonymised applications are provided to all the panel members for shortlisting. Information from you Equality and Diversity form is never shared with the selection panel.

Shortlisting Stage

All panel members review and score the applications separately.

They use a points system to score how far each applicant demonstrates they meet the criteria for that role.

Half the points shown below are scored for desirable criteria :

0 = No evidence / does not meet requirements
1 = Partial evidence
2 = Full evidence / fully meets criteria
3 = Evidence of exceptional performance / exceeds expectations

The points are totalled, and following a 'sense check' the highestscoring candidates are invited to the Interview stage of the selection process.

Guarateed Interview Scheme for Ethnically Diverse Applicants

We know applicants from ethnically diverse backgrounds may have experienced additional barriers when applying for a new role. We are taking positive action to address an under-representation in our core staff team and offering internal and external candidates from ethnically diverse backgrounds a guaranteed interview where they meet all the minimum essential criteria for the role. For Guidance about the scheme see https://www.jmsu.co.uk/about-us/work-for-us.

Invites to Interview

We will email you an invite to interview, at least 5 days before the interview date. This may be less where the interview date has been provided in the job advert. We will attach a candidate brief outlining: the date, arrival time, location, map, selection panel, where and whom to report to, selection methods, timings for the day, and any preparation you will need to do beforehand.

Please let us know if you have any accessibility requirements that would make interviewing more comfortable for you.

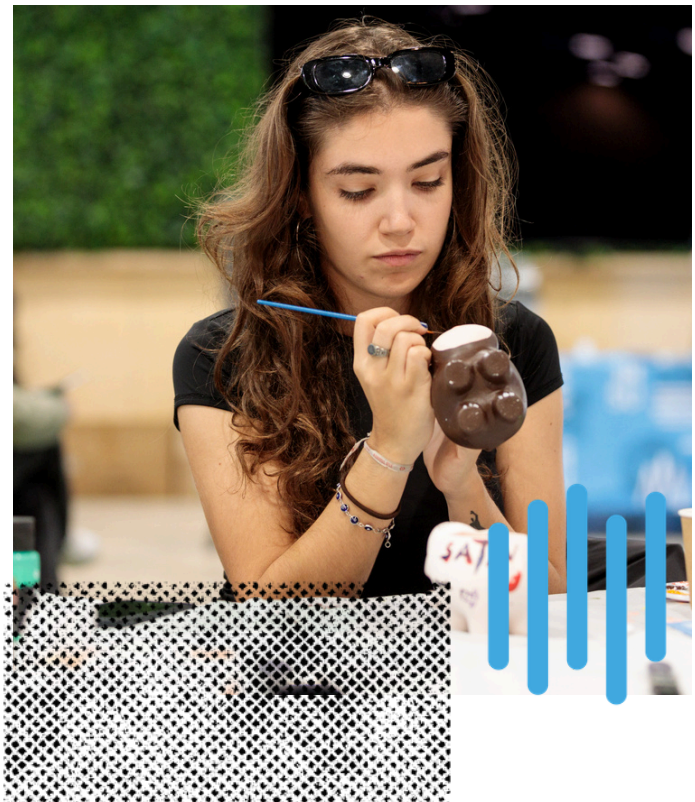
Unsuccessful applications

We receive a high number of applications and unfortunately we are unable to contact everyone who is not selected for an interview. If you have not heard from us by the advertised Interview date, please assume you have been unsuccessful. You are welcome to contact jmsurecruitment@ljmu.ac.uk to check this and If you require feedback.

The Interview Stage

The selection process may differ depending on the nature and seniority of the role but, is likely to involve at least two of the following elements (Student Staff will normally attend an on-line interview):

- Tour of the building, so you can get a feel for our environment and working style.
- In-person panel interview (questions will be provided in the brief).
- Pre-prepared report or presentation (the topic will be included in the brief, and you will usually be required to submit this prior to the interview, with delivery/discussion on the day).
- Unseen written job-related exercise (You will be presented with this on the day and given an allocated amount of time to complete it) The interview will start with the panel introducing themselves, chatting about the role as well as the structure of the interview. You will also have the opportunity to find out more about JMSU, the job you have applied for, and to ask the question you have. All candidates are asked the same questions but, depending on your response the panel may probe further for clarification. We recognise the process is challenging and we want you to be comfortable and give your best.
- We are happy for you to bring notes to the interview and refer to them as necessary.
- Feel free to ask the panel to repeat or rephrase a question, pause to take a break or come back to a question later in the interview.
- We give our assurance that your ability to maintain eye contact, or being nervous in an interview environment, will not impact our judgement of your ability to do the job.



After the Interview

The Recruiting Manager will let you know when you can expect to hear from them. This may be by phone or email and you will be offered feedback. Equally, if you decide the role or JMSU isn't for you, we would be grateful if you would let us know as soon as you are sure.

You've been offered the job – What next?

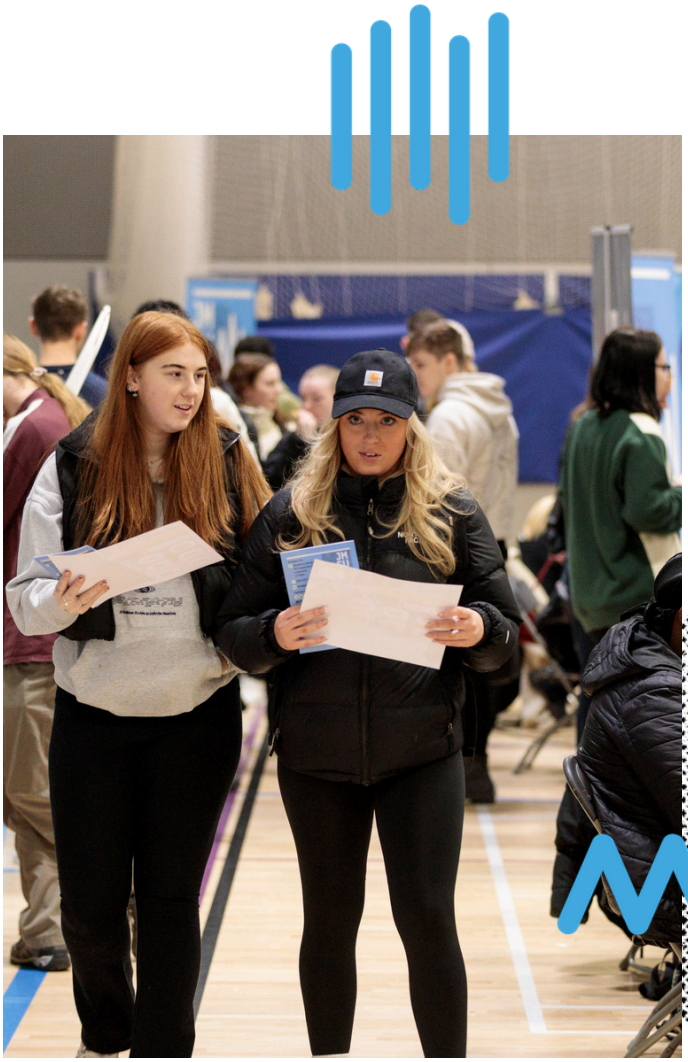
The Recruiting Manager (or nominated colleague) will contact the successful candidate to make a provisional offer of employment. They will discuss with you:-

- Starting salary (we always appoint at the minimum of the salary scale).
- Whether you need to provide notice to a current employer and a potential start date.
- Any individual requirements (i.e. agreeing to honour existing holidays/specific work pattern/Hybrid arrangements etc).
- Consent to contact your referees If you are happy to verbally accept the offer, you will be sent a provisional offer in writing, Your appointment will be subject to pre-employment checks. Your letter will outline the main terms and conditions and details of how the pre-employment checks needed.

Pre-employment checks

All offers are subject to the following pre-employment checks:

- Proof of Right to Work in the UK (see separate guidance).
- Two satisfactory references (one of which should be your current or most recent employer.
- DBS disclosure (where identified in advance as being a role requirement).
- Evidence of qualifications stated on your application that are a requirement of the job.
- 6-month probation period Should the pre-employment checks not be satisfied the offer of employment may be withdrawn.



Confirming the offer and onboarding

Once pre-employment checks are completed, your Recruiting Manager or the People & Culture Manager will be in touch to confirm your start date and you will be sent written confirmation of the offer with your contract of employment. Your recruiting manager will stay in touch throughout and will be planning your induction to help you get off to a flying start and welcome.