

Job Description

Position Details

| | |
|-----------------------|----------------------------------|
| Position: | Graphic Design & Digital Officer |
| Directorate: | Adults & Communities |
| Service: | Communications |
| Position no: | BG18338 |
| Grade: | Grade 6 |
| Hours of work: | Full Time, 37 hours |
| Work style: | Agile Worker |
| DBS required: | None |
| Contact: | Neil Jones |
| Date: | 17.02.2026 |

Politically Restricted? ☒ **Yes*** ☐ **No**

* The position is politically restricted within the provisions of the Local Government and Housing Act 1989 as prescribed in the Local Government Officers (Political Restrictions) Regulations 1990

About the Position

Reporting to: Neil Jones, Head of Public Relations & Resilience Blaenau Gwent & Torfaen Councils

Responsible for: You will play a key part in enhancing the visual identity and digital presence of the authority, ensuring all communications are accessible, engaging, and aligned with our organisational values. This role goes beyond traditional graphic design, incorporating film production and digital communication outputs to support the authority's engagement with the public, stakeholders, and partners. The successful candidate will play a key part in enhancing the visual identity and digital presence of the authority, ensuring all communications are accessible, engaging, and aligned with our organisational values.

Principal Accountabilities

1. Design and produce a wide range of print and digital materials, including brochures, leaflets, posters, annual reports, infographics, and event collateral.
2. Develop and maintain brand guidelines, ensuring consistency across all visual communications.
3. Create visual assets for social media, websites, and email campaigns.
4. Plan, storyboard, shoot, and edit short films, interviews, and event coverage for use on digital platforms and at public events.
5. Produce video content to support public information campaigns, consultations, and internal communications.
6. Manage video archives and ensure all content meets accessibility and quality standards.

7. Collaborate with the Communications Team to create and schedule engaging content for the authority's website and social media channels.
8. Assist in the development and execution of digital campaigns, including paid and organic social media initiatives.
9. Monitor digital trends, analytics, and audience engagement to inform future content strategies.
10. Work closely with internal departments to understand their communication needs and develop appropriate visual and digital outputs.
11. Support public engagement activities through the creation of accessible and inclusive content.
12. Attend and document local events as required, including occasional out-of-hours work.
13. Contribute to the continuous improvement of the Communications Team's processes and tools.

General Accountabilities

1. To comply with the Council's Policy Statement on Health, Safety and Welfare at Work.
2. To positively promote the Council's Strategic Equality Plan and ensure commitment to anti-discriminatory practice.
3. To demonstrate a commitment to ongoing personal development.
4. To adhere to data protection principles whilst undertaking your duties.
5. To be responsible for undertaking your duties in a way that safeguards and promotes the welfare of children, young people and adults at risk. You must bring issues of concern regarding the safety and welfare of children, young people and adults at risk to the attention of the Safeguarding Officer in your service as soon as you become aware of them.
6. Undertake other duties that may be required of you, commensurate of your grade or general level of responsibility within the organisation.

This job description sets out the main responsibilities of the position at the date it was drawn up.

Such duties may vary from time to time without changing the general character of the post or the level of responsibility.

Person Specification

| Requirements | Essential (E) / Desirable (D) | Assessment methods: Application (A), Interview (I), Presentation (P), Test (T), Probationary Period (PP), other please specify |
|--|-------------------------------|--|
| Qualifications | | |
| Degree or equivalent qualification in Graphic Design, Visual Communications, or related field. | E | A |
| Experience | | |
| Demonstrable experience in graphic design for print and digital media. | E | A / I |
| | | |
| Knowledge / Skills | | |
| Proficiency with Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premiere Pro, After Effects). | E | A / I |
| Strong understanding of digital communication channels and content management systems. | E | A / I |
| Knowledge of accessibility standards for digital and multimedia content. | D | A / I |
| Experience with animation and motion graphics. | D | A / I |
| Understanding of public sector or local authority operations. | D | A / I |
| Photography / Videography skills | D | A / I |
| | | |
| Personal Attributes | | |
| Excellent communication, organisational, and time-management skills. | E | A / I |
| Ability to work collaboratively and manage multiple projects to tight deadlines. | E | A / I |
| | | |
| | | |
| Special Working Conditions / Requirements | | |
| N/A | | |
| | | |
| | | |

| Minimum Welsh Language Skill Requirements | Assessment methods: Application (A), Interview (I), Presentation (P), Test (T), Probationary Period (PP), other please specify |
|--|--|
| Welsh Language Skills Level 0. Level 1-5 is desirable. Training is optional. | X |
| Welsh Language Skills Level 1 Entry / Courtesy (as a minimum) are desirable and need to be learnt when appointed. Training required: "Welcome Part 1 & 2" (10 hours in total) | |
| Welsh Language Skills Level 1 Entry / Courtesy (as a minimum) are essential. Training required: "Welcome Part 1 & 2" and "Welcome Back Part 1 & 2" (20 hours in total). | |

For further information on the above please refer to the [Welsh Language Skills Guidelines](#)

Welsh language skills requirements beyond the minimum stated above e.g. fluent speaker / proficient writer will be outlined within the person specification under qualifications and skills.

Personal Competencies

All competencies are regarded as essential, although it is recognised that some may be achieved over a period of time. All employees are expected to continually develop their competencies in line with the appropriate framework. In addition to those assessed as part of the recruitment process, competencies will be assessed during the probationary period and through the Council's performance coaching scheme.

| Competencies – Delivering the Service | Assessment methods: Application (A), Interview (I), Presentation (P), Test (T), Probationary Period (PP), other please specify |
|---|--|
| Plans ahead, organises work in advance | A / I |
| Involves line manager / colleagues in setting and meeting targets | A / I |
| Reorganises work when necessary | A / I |
| Sees tasks through to completion whenever possible | A / I |
| Seeks help if workload becomes unmanageable | A / I |
| Uses initiative to report issues that arise that impact on others | A / I |

| Competencies – Improvement and Change | Assessment methods: Application (A), Interview (I), Presentation (P), Test (T), Probationary Period (PP), other please specify |
|--|--|
| Is prepared to try new things & feedback results | A / I |
| Understands that changes are needed if things are to be improved | A / I |
| Finds new and creative ways of doing things better | A / I |
| Actively seeks to develop own skills and knowledge | A / I |
| Learns from mistakes & welcomes constructive feedback | A / I |

| Competencies – Providing Excellent Customer Service | Assessment methods: Application (A), Interview (I), Presentation (P), Test (T), Probationary Period (PP), other please specify |
|--|--|
| Recognises the importance of high standards of customer service | A / I |
| Is committed to providing an excellent service to all the citizens of Blaenau Gwent | A / I |
| Understands the links between own professionalism and the possible impact on the Authority's image | A / I |
| Has a professional attitude that sets an example to colleagues | A / I |
| Takes pride in own work and that of colleagues | A / I |
| Is respectful, courteous and helpful at all times | A / I |

| Competencies – Team working | Assessment methods: Application (A), Interview (I), Presentation (P), Test (T), Probationary Period (PP), other please specify |
|---|--|
| Reacts constructively to others' suggestions and requests | A / I |
| Recognises potential value of others' opinions and actively seeks their contributions | A / I |
| Asks for help when necessary | A / I |
| Actively seeks to help others | A / I |
| Is aware of the impact of own behaviour on others | A / I |

| Competencies – Communicating | Assessment methods: Application (A), Interview (I), Presentation (P), Test (T), Probationary Period (PP), other please specify |
|---|--|
| Adapts content and style to help others understand | A / I |
| Makes sure that people are regularly informed | A / I |
| Uses appropriate language, gestures and tone when talking with others | A / I |
| Checks others have understood & seeks advice when necessary | A / I |
| Actively seeks to improve all forms of communication with others | A / I |
| Communicates professionally by using formal channels appropriate to the situation | A / I |

To find out more about working for Blaenau Gwent County Borough Council, visit www.blaenau-gwent.gov.uk