



GRAPHIC DESIGN LEAD - BACKGROUND INFORMATION

Avon Fire & Rescue Service (AF&RS) serves the Unitary Authority areas of Bristol, Bath & North East Somerset, North Somerset and South Gloucestershire. It has 21 operational fire stations, together with offices, covering all areas, with its Head Quarters based in Portishead, near Bristol. AF&RS Control Centre, where emergency calls are handled, is situated in Lansdown, near Bath.

With an annual budget of approximately £50 million, AF&RS delivers a wide range of fire, rescue and community safety services across a geographic area of approximately 514 square miles with a residential population of more than one million people.

AF&RS employs over 800 staff made up of: Service Delivery including whole-time and on-call Firefighters, and staff in its Control Centre, Service Delivery Support, and Corporate Services.

This post is within the Corporate Communications Team, within the Corporate Services Directorate, and reports to the Senior Business Partner – Marketing Communications.

The post holder is responsible for creating, producing, and delivering a wide range of high-quality graphic design outputs across print, digital, environmental, vehicle livery, and other communication channels. Working closely with internal stakeholders, the role leads the creative process from initial brief through to final delivery, ensuring all content meets corporate brand standards, accessibility requirements, and quality expectations.

As the Service's subject matter expert for graphic design and visual communications, the post holder provides professional advice, guidance, and quality assurance, supporting the organisation's communication objectives and ensuring the effective and consistent application of the corporate brand.

With effect from July 2023, UK legislation was amended to enable Fire & Rescue Services to undertake standard Disclosure and Barring Service (DBS) checks for all employees. All AF&RS posts therefore require a standard DBS check, with a few defined roles requiring an enhanced DBS check. This post is subject to a standard DBS check. These DBS checks will be renewed throughout employment.

Safeguarding is the duty of every member of staff at AF&RS: as a public authority we have a responsibility to ensure that the adults and children we interact with are kept safe from harm.

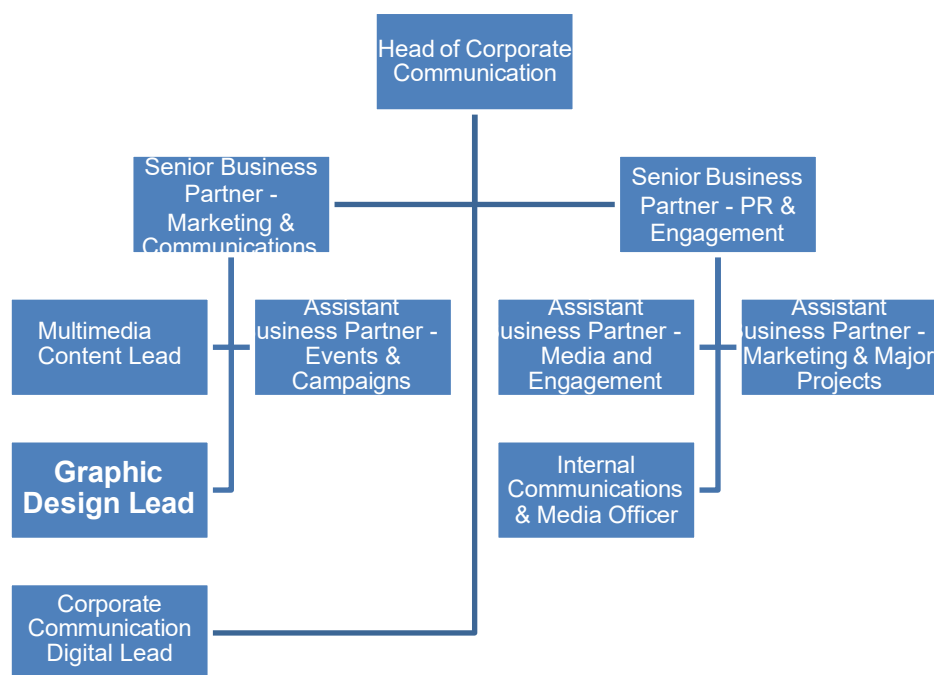


Job Description, Core Values and Person Specification

Job Title	Graphic Design Lead
Post Number	1604
Grade	HAY 7
Duration of Post	Permanent
Hours	37 hours
Directorate	Corporate Services
Unit or Team	Corporate Communications
Reports to (give job title)	Senior Business Partner – Marketing Communications
Line management or supervisory responsibilities	No
Responsibility for managing a budget	No
Date job was evaluated	29 June 2026

Purpose of Job:

1. To deliver high-quality, clear, and accessible visual communications that support public safety, community engagement, emergency response, and organisational priorities through expert graphic design and creative services.
2. To lead the development, application, and ongoing maintenance of Avon Fire & Rescue Service's visual identity across print, digital, environmental, uniform and vehicle livery, ensuring brand consistency, accessibility, and professional standards.
3. To collaborate with internal and external stakeholders to plan and deliver effective graphic design solutions that strengthen campaigns, training resources, organisational communications, and public information, ensuring clarity, accuracy, and impact.

Structure Chart:**Responsibilities and Duties:**

1.	Lead the development and delivery of high-quality graphic design and creative services that support Avon Fire & Rescue Service's strategic objectives, including fire prevention, recruitment, organisational change, and incident response.
2.	Provide creativity in the delivery and production of internal communication materials including digital newsletters, intranet graphics, training resources, policy documents, presentations, and organisational updates.
3.	Lead the development of graphic content for social media, websites, digital platforms, and other channels as required.
4.	Design, create and deliver high-quality visual communications, including posters, leaflets, brochures, signage, exhibition materials, infographics, presentations, artwork, digital assets, and campaign materials that support organisational priorities and public engagement.
5.	Act as the Service's lead specialist and subject matter expert for graphic design and visual communications, ensuring all creative outputs meet the highest standards of quality, accessibility, effectiveness, and brand compliance.
6.	Provide creative direction and take ownership of design projects from concept development and artwork creation through to final production and delivery, managing multiple priorities and deadlines simultaneously.
7.	Build and maintain effective relationships with internal departments, senior leaders, external partners, agencies, and suppliers to understand communication objectives and deliver effective solutions.

8.	Provide specialist design support during major incidents, emergencies, and high-profile events, ensuring the timely delivery of accurate and impactful public information.
9.	To take ownership of the development, maintenance and promotion of the corporate brand guidelines, ensuring consistent and appropriate use of the Service's identity across print, digital, social and environmental materials.
10.	Lead the scoping, refinement, and development of design briefs, translating information and organisational requirements into clear, engaging, and effective visual communications.
11.	Ensure all design outputs comply with accessibility legislation, equality principles, and recognised best practice, championing inclusive design across the organisation.
12.	Lead the commissioning, capture, management, and use of photography and visual assets to support communication objectives.
13.	Develop and maintain comprehensive libraries of design assets, imagery, multimedia resources, templates, and brand materials to support efficiency and consistency.
14.	Review materials for accuracy, consistency, and compliance with brand and accessibility standards.
15.	Stay up to date with design trends, tools, and best practices to enhance the Service's visual communication.
16.	Carry out other duties that may reasonably be required in relation to a post of this nature, without prejudice to the right to seek a re-evaluation of the post.
Special Notes or Conditions:	
1.	AF&RS requires all staff and leaders to promote equality and diversity by: - ensuring that, both in your dealings with other employees and with members of the public, you comply with all aspects of the Service's Equality Policy and legislation that outlaws discrimination; - treating members of the public and other AF&RS staff with respect, dignity and in line with the expectations determined by our Service values at all times; and taking action when witnessing an act that could be considered discrimination or harassment, challenging it and/or raising with managers.
2.	This role is based at Police & Fire HQ in Portishead. Although you are based at a specific location, for efficiency or other business reasons we may require you to travel to and/or work from any base within AF&RS service area or work from home, for which we will pay allowances where appropriate.
3.	If based at Police and Fire Headquarters, this is a secure site and therefore appointment to this post may be subject to passing the required vetting process.
4.	Many posts in AF&RS are hybrid-working with the facility to work from home and from an AF&RS work-base. Your manager will confirm if this applies to this post.
5.	Your job may involve working out of normal office hours, for which mutually agreed compensatory time-off will be given.
6.	Your job may involve you dealing with highly confidential and sensitive information. It is essential that you ensure this information is held and processed securely and that you always act with tact and discretion and comply with the General Data Protection Regulation (GDPR) and the Data Protection Act 2018. Confidentiality must be maintained, even after leaving this post or AF&RS employment.
7.	You should maintain an awareness of environmental regulations in relation to the remit of your role. All employees have a responsibility to carry out their duties in an environmentally-conscious way and to actively support AF&RS's Environmental Strategy, Policy and objectives.

8.	You must ensure you maintain an awareness of Health and Safety Regulations relevant to the duties and tasks you carry out and report any situations or incidents which could be considered hazardous. You have a responsibility for your own safety and must not endanger that of colleagues/visitors in the workplace or the public.
9.	There may be times when you are required to wear specific clothing suitable to the type of work you are undertaking. This may include AF&RS branded corporate clothing (for example when representing AF&RS externally), or protective clothing for the work being carried out, as deemed appropriate by your line manager.
10.	All AF&RS posts require a standard DBS check, with a few defined roles requiring an enhanced DBS check. This post is subject to a standard DBS check. These DBS checks will be renewed throughout employment.
11.	Safeguarding is the duty of every member of staff at AF&RS: as a public authority we have a responsibility to ensure that the adults and children we interact with are kept safe from harm.

Avon Fire & Rescue Service Values

We are in the process of embedding the principles of the [Core Code of Ethics](#), on joining the service you will be involved in co-creating what these principles mean to us.

Putting our communities first
Integrity
Dignity and Respect
Leadership
Equality, diversity, and inclusion (EDI)

Signed confirmation that this Job Description accurately reflects the requirements of the job:

Job Holder's Manager		Date	
-----------------------------	--	-------------	--

Signed agreement to carry out the responsibilities of this Job Description, and of acceptance of NFCC Code of Ethics:

Job Holder		Date	
-------------------	--	-------------	--

See following page for Person Specification

Person Specification				
Job Title	Graphic Design Lead			
Post Number	1604			
Grade	HAY 7			
Qualifications, knowledge, experience, skills and personal attributes required for the job:				
	E=Essential D=Desirable	Measured by: A = Application T = Test I = Interview		
		A	T	I
Qualifications/Knowledge				
Degree or equivalent qualification in Graphic Design or a related discipline, or substantial relevant experience gained within a multidisciplinary design studio, agency, or in-house communications environment.	E	X		X
Comprehensive knowledge of graphic design and print production, including typography, layout, colour management, imagery, digital media, electronic publishing, pre-press processes, and file preparation.	E	X		X
Advanced working knowledge of Adobe Creative Cloud, including Photoshop, Illustrator, InDesign, After Effects, and Acrobat, with confidence working across a range of print and digital formats.	E	X		X
Good working knowledge of copyright, accessibility, inclusive design, and user-centred design.	E	X		X
Knowledge of effective brand management and development of brand identity.	D	X		
Demonstrable understanding of equality, diversity, and inclusion, including the importance of designing communications that are accessible and relevant to diverse audiences and communities.	D	X		
Awareness of the communication requirements and challenges associated with a safety-critical or emergency response environment.	D	X		
Experience				
Proven experience of delivering high-quality graphic design across print and digital channels within a professional design, communications, marketing, or creative environment.	E	X		X
Experience of managing and prioritising multiple design briefs and projects simultaneously, balancing competing deadlines and organisational priorities.	E	X		X
Experience of working collaboratively with stakeholders to develop creative solutions and deliver communication objectives.	E	X		X

Experience of designing for a public sector, emergency services or similarly complex organisation.	D	X		X
Experience of photography and editing content for digital communications, campaigns and social media.	D	X		X
Experience of developing templates, brand assets or design systems.	D	X		X
Experience of presenting creative concepts and recommendations to stakeholders.	D	X		X
Skills				
Ability to interpret briefs, challenge and clarify requirements where appropriate, and recommend effective design approaches, formats, and communication channels.	E	X	X	X
Excellent IT skills, including practical experience of working with both Mac and PC operating systems.	E	X		
Commitment to continuous professional development, including keeping up to date with emerging design trends, technologies, tools, and best practice.	E	X		X
Strong creative and visual design skills, with the ability to develop innovative, user-centred solutions that meet communication objectives and audience needs through effective design thinking.	E	X	X	X
Able to drive with a full current valid driving licence, or ability to arrange suitable alternative transport to travel to various work locations.	D	X		
Personal Attributes – these are generic and apply to most posts				
Willingness to accept and work to the NFCC Core Code of Ethics during the course of employment.	E	X		X
Adaptable with a flexible approach to work, to meet business needs.	E	X		X
Able to work effectively both individually and as part of a team.	E	X		X
Professional in conduct.	E	X		X
Strong stakeholder ethic with customer orientated approach.	E	X		X
Committed to undertake relevant training and continuous professional development opportunities.	E	X		X