

Job Description

Job Title: Design and Digital Executive

Accountable to: Senior Communications Manager

Location: Remote (with occasional travel)

Practice Plus Group's mission is **Unlock Access to Excellence**.

Our core values are;

- we treat patients and each other as they would like to be treated
- we act with integrity
- we embrace diversity
- we strive to do things better together

Patients can only access excellence if we commit to living our values in everything we do when we're at work.



The role

As a **Design and Digital Executive**, you will be part of our Primary Care Communications and Marketing team, working together and with wider stakeholders to produce high-quality design and digital content that strengthens our brand and supports key organisational priorities. You will create on-brand visuals for internal and external audiences, including social media graphics, email and intranet headers, banners, and printed materials such as leaflets.

In addition, you will edit video footage to create dynamic content that enhances engagement with our internal communication channels and brings our stories to life. You will also take responsibility for posting and scheduling pre-approved content across our corporate social media platforms.

Key responsibilities:

- Work with key stakeholders and Communications and Marketing team to provide creative, on-brand design solutions for digital and print materials, ensuring high-quality visual assets for campaigns, events, and internal communications.
- Approve marketing materials to ensure accuracy and brand consistency, ensure adherence to brand guidelines across all channels and materials.
- Create engaging graphics, headers, banners, and leaflets that support organisational priorities and elevate the look and feel of our digital and print materials.
- Provision of edited video content that enhances engagement across internal communication channels and creates confidence in visual communication across the organisation.



- Create compelling digital content for internal and external audiences, with timely posting and scheduling of content across corporate social media platforms, supporting confidence in visual communication across the organisation.
- Art-working with occasional mini creative design projects, meeting deadlines and quality expectations.

About you

You will be a creative and proactive professional with a strong eye for detail and a passion for digital communication. You'll be confident working across multiple projects, balancing creative flair with brand consistency, and comfortable collaborating with colleagues at all levels.

You will bring:

- Proven experience in an artworking, design, digital communications, or creative content role.
- Strong proficiency in **Canva** and familiarity with **Adobe Creative Suite** including Indesign, Illustrator and Photoshop.
- A portfolio showcasing high-quality digital and print design work.
- Experience posting content to social media channels, predominantly LinkedIn.
- Excellent organisational skills and the ability to manage competing deadlines.
- Strong communication skills and the confidence to explain design decisions.
- A collaborative mindset and a willingness to share ideas, feedback, and expertise.
- A commitment to maintaining brand integrity and producing work of a consistently high standard.



Additional information

Additional Information:

Appraisal

Practice Plus Group operates a system of individual performance review/appraisal for the purpose of agreeing performance objectives and discussing development needs in line with requirements of service need in the operational plan.

Conflict of Interests

You may not without the consent of Practice Plus Group engage in any outside employment and in accordance with Practice Plus Group Conflict of Interest Policy you must declare to your manager all private interests, which could potentially result in personal gain as a consequence of your employment position in Practice Plus Group. Interests that might appear to be in conflict should also be declared.

Confidentiality

The post holder is required not to disclose such information, particularly that relating to patients

and staff. All employees are subject to the Data Protection Act 1998 and must not only maintain strict confidentiality in respect of patient and staff records, but the accuracy and integrity of the information contained within. The post holder must not at any time use personal data held by Practice Plus Group for any unauthorised purpose or disclosure such as data to a third party. You must not make any disclosure to any unauthorised person or use any confidential information relating to the business affairs of Practice Plus Group, unless expressly authorised to do so by Practice Plus Group. Further guidance on confidentiality is contained within Practice Plus Group Information Security Management System (ISMS).

Data Protection

The post holder must at all times respect the confidentiality of information in line with the requirements of the Data Protection Act and the company's ISO27001 accreditation. This includes, if required to do so, obtain, process and/or use information held on a computer in a fair and lawful way, to hold data only for the specified registered purposes and to use or disclose data only to authorized persons or organizations as instructed.

Education and Training

Personal continuing professional development is encouraged and an annual appraisal system is in place to discuss CPD and ongoing objectives.

Equal Opportunities

The post holder is required at all times to carry out responsibilities with due regard to Practice Plus Group Equal Opportunities Policy and to ensure that staff receive equal treatment throughout their employment with Practice Plus Group.

Health and Safety As an employee of Practice Plus Group, the post holder has a duty under the Health and Safety at Work Act 1974, to:-

- Take reasonable care of the health and safety of themselves and all other persons who may be affected by their acts or omissions at work.

This list of duties and responsibilities is by not exhaustive and the post holder may be required to undertake other relevant and appropriate duties as reasonably required.

This job description is subject to regular review and appropriate modification.

I confirm I have read and understand this Job Description

Name of Post-holder:

Signature:

Date: