



Job Description for Senior Designer

Department: Design

Reports to: Senior Management Team

Based: Head Office (Leicester)

Essential Duties:

The Senior Designer leads the visual development and execution of high-quality children's publishing projects. The role combines creative leadership, hands-on design expertise, and collaboration with editorial, production, marketing and external partners, such as licensors, to create visually compelling and commercially effective publications.

Key Aims of the Role:

- 1. Deliver exceptional design quality**
Create innovative, visually engaging and brand-consistent publishing designs that meet editorial and commercial objectives.
- 2. Lead creative development**
Drive concept creation and visual direction for our publishing list, marketing materials and digital publishing assets.
- 3. Maintain brand and editorial standards**
Ensure all design output aligns with house style, accessibility standards, typography guidelines and publishing best practices.
- 4. Manage complex publishing projects**
Oversee multiple projects simultaneously, ensuring deadlines, budgets and production requirements are met efficiently.
- 5. Support and mentor our small design team**
Provide guidance, feedback and creative leadership to junior designers and freelancers to maintain high standards.
- 6. Collaborate across departments**
Work closely with editors, writers, production teams and marketing departments to achieve integrated publishing outcomes.
- 7. Manage licensed publishing projects**
Work on specific licensed projects, carefully following style guides, managing tight

deadlines and using approval portals, such as Mediabox, to lead projects from conception to print.

8. Work across a variety of formats, including those tailored to the SEND market

Work directly on our Every Cherry accessible books range. Working on accessible formats, symbolised texts, designing symbols and upkeeping our symbol library.

9. Ensure production accuracy

Prepare print-ready files and digital assets with strong attention to detail, technical accuracy and print specifications. Setting up finishing layers, spot UV, foil, emboss etc.

10. Maintain illustrator contracts, agent relationships and create contracts accordingly

Prepare contracts for illustrators and illustrators' agents, and liaise accordingly. Create clear, concise and up-to-date contracts, working within our existing frameworks and templates.

11. Have an oversight of the design budget and ensure commissioning remains in-line with budget requirements

Work within a clear annual budget to commission illustrators, reporting back to the Senior Management Team on spend throughout the year.

Key Responsibilities

- Lead design projects from concept to final production.
- Design layouts for print production.
- Develop covers, internal book designs and visual assets.
- Maintain consistency across multiple titles, publishing imprints and licenses.
- Maintain the Every Cherry Symbol Dictionary, creating new symbols as and when required, following editorial and SEND-specialist guidance.
- Liaise with external agencies, licensors, illustrators, freelance designers and agents.
- Review and create proofs and ensure quality control standards are achieved, including that of accessible reading and licensed guidelines.
- Manage design capacity across the team and project schedules.
- Mentor junior team members and support creative development.
- Stay informed about publishing trends, latest software and industry innovations.
- Liaise with the sales and marketing departments, and ensure that their Advance Information sheets and other promotional materials are always up to date.
- Ensure all files adhere to the necessary printing guidelines.
- Collaborate with your editorial partners to shape content, create flatplans and develop visual styling.
- Produce final design solutions. This could include POS, sales material or presentation visuals on top of everyday work.
- Take on special design tasks (e.g. color correction, resending artwork, artworking etc.)

Skills and Experience

Essential

- Extensive experience in publishing or editorial design
- Advanced knowledge of Adobe Creative Suite, especially:
 - InDesign

- Photoshop
- Illustrator
- Strong typography and layout skills
- Experience managing print production processes
- Excellent communication, teamwork and project management skills
- Strong portfolio demonstrating editorial and publishing work
- Excellent time management skills
- Ability to work under pressure and manage workflow efficiently, while maintaining high standards of work

Desirable

- Experience with using project management software, such as Stison
- Have a passion for accessible reading and inclusive reading practices
- Knowledge of accessible formats, typography and designs within publishing
- Team leadership or mentoring experience
- Experience within the Special Educational Needs and Disability community
- Licensing design

Personal attributes

- Highly creative with strong visual judgment
- Detail-oriented and organised
- Collaborative and adaptable
- Commercially aware and audience-focussed
- Able to work under pressure and meet tight deadlines

Benefits include:

- 20 days paid holiday entitlement per year, plus bank holidays
- Pension scheme
- Flexible start and finishing times (core office hours are 9:30am - 4:30pm)
- Employee assistance programme
- Employee of the Week scheme

The above are some of the duties expected of the employee. From time to time the employee may be asked to complete a job not stated above but is something the employer sees fit. The request will comply with company policies and the employee will not be asked to carry out anything unreasonable. All additional duties not stated above, but requested from the employer, will be within the employee's capability.

Additionally, any work carried out by the employee, while working for Books 2 Door, Sweet Cherry Limited, Every Cherry Publishing such as but not limited to; data, records, systems, reports, images, banners, newsletters, designs, products, text that is created by you, will be owned by Sweet Cherry Publishing Ltd. As such, any design, artwork, font or text created by yourself during your employment, cannot be displayed on any personal portfolio or social media account without written consent from the Managing Director.