

ROLE PROFILE

Role Title: Information Designer	Grade: P2
Reports to: Senior Information Designer	
Direct Reports: None	
Directorate: Policy and Information	
Location: Angel, London	Date: April 2014
Summary of the Role's Main Purpose: <p>To explore and develop creative and highly engaging information graphics (infographics) and data visualisations for the Statistical Information Team and Cancer Research UK.</p> <p>To develop and integrate interactive and dynamic content for multi-media platforms.</p> <p>To implement the redesign of the Statistical Information Teams' (SIT) web content and publications.</p>	

Key Responsibilities:

1) To support the creation and delivery of infographics and graphical components:

- Design and develop high quality infographics which work as engaging communication tools.
- Understand data for the representation of information arising out of official statistics, published papers, surveys and CRUK activities.
- Work with the Senior Information Designer and other teams in order to understand the specific graphical and presentational needs of Cancer Research UK.
- Translate concepts or creative briefs to communicate complex ideas and processes visually.
- Review and keep abreast of new technologies relevant to information design.
- Promote the use of data visualisation best practice and maintain visual consistency across all outputs, and contribute to Cancer Research UK's graphics strategy.
- Work with other CRUK creatives and use guidelines and best practice protocols as appropriate.
- Maintain the Graphics SharePoint site on behalf of both Information Designers.

2) To support Statistical Information Managers and Senior Information Designer in the delivery of material onto the web (interactive and for download):

- Help shape new ideas for presenting information on the web for both the SIT and other teams within the Directorate.
- Design, code and maintain interactive content for the Statistical Information Team web pages
- Implement the re-designed PDF/print format of content of publications and reports under the direction of the Statistical Information Manager.
- Work alongside other members of the team in enhancing and developing processes for managing content on the web.

3) General responsibilities:

- Understand of the roles of the various teams in Cancer Research UK.
- Understand of how SIT outputs are used and by whom.
- Contribute to the increasing awareness of the Cancer Statistics brand.
- Promote cross-team working and establish ways to work together effectively.
- Carry out ad hoc tasks as required by the SIT.

Key Behaviours and Competencies:

Expertise

- Functional and Management Expertise
You broadly understand the work in each of the directorates and see where your SIT's work fits into the bigger picture. You have proven work experience and knowledge to enable you to do your job as an Infographics and Design Officer. At this level you 'get' what it is we are trying to do at CRUK and how your role contributes to the Charity's cause. You use that understanding every day to help you plan your work.

Leadership and Impact

- Accountability and Leadership
You need some instruction and help from your manager but work day-to-day with the Senior Information Designer and the Statistical Information Manager. You are likely to give help and guidance or training to your colleagues on communicating via infographics and/or design best practice and vice versa for their expertise which impacts your role. You hold yourself to your own high professional standards and are aware of your impact beyond your own area.
- Relationship Development and Management
You communicate with and guide members of your own team and colleagues from other teams and/or customers. You can explain information concisely and memorably and help colleagues to understand other points of view. You have the ability to influence others using clear and persuasive arguments. You build internal networks for collaboration and knowledge sharing with other parts of the Charity.
- Strategic Planning and Decision Making
You may contribute to developing strategy data visualisation and graphics. You understand what the Charity's strategy means for you and your role in bringing forward the day when all cancers are cured. You prioritise your day-to-day workload and allocate your own time so as to meet deadlines. You take those decisions within guidelines and policies.
- Business Development & Delivering Solutions
You regularly take the initiative to find new or better ways to do things rather than settling for the status quo and you are confident in making recommendations. You can take responsibility to implement agreed changes. You learn from mistakes, actively seeking chances to put your learning to good use. You are not easily discouraged when faced with challenges and encourage colleagues to persevere. You provide advice, guidance and support to colleagues and/or external stakeholders and might be responsible for general administration with the other Infographics and Design Officer for the coordination of infographics work. You are able to solve a range of straight forward problems only

seeking direction, guidance and support of colleagues in more tricky situations.

- **Managing people**

You take ownership of your own development and career, seeking out opportunities to stretch yourself on the job. You often pursue learning beyond the current job, taking advantage of development opportunities to improve your results. You may provide performance related feedback and create time to provide one-to-one coaching and support to individuals. This role currently doesn't have any line management responsibilities.

Resource Management

- **Project Planning and Management**

You give support to colleagues with the day-to-day running of certain projects in the infographics/design remit. You may also give some job-specific input to relevant projects...

- **Financial Management**

You broadly understand how the Charity's funding is organised. This post has no budget or other financial work except that you take personal responsibility for keeping the Charity's costs down- proactively managing resources and materials.

Key Technical Skills, Knowledge and Experience:

1) Knowledge

- Strong working knowledge and understanding of infographics and data visualisation
- Good working knowledge of design software e.g. Adobe Illustrator, Photoshop, InDesign; and / or good working knowledge of interactive web development, for example Javascript, jQuery, HTML5, CSS, SVG/Raphael/Snap.SVG, Canvas, D3.js, Drupal Views
- Good working knowledge of content management systems e.g. Oracle Universal Content Management (OUCM) or Drupal, for both creating and deploying content to the web
- Understanding of principles and best practices in design and usability
- Numerate with an understanding of statistics, comfortable working with data and scientific information

2) Experience

- Experience in using web development software
- Experience of assimilating, analysing and presenting information to a variety of audiences
- Experience of working on several projects at the same time

3) Skills

- Good understanding of design for web, print and social media
- Creative thinker - problem solver coming up with creative solutions
- Visual thinker - ability to visualise data and information in varied ways
- Ability to experiment and critically appraise different options
- Good verbal communication skills
- Good organisational skills, with the ability to prioritise work and meet urgent deadlines
- Ability to translate complex information to a variety of audiences

- Keen attention to detail, e.g. eye for typography, layout, colour and style
- Proven ability to work well in a team and across teams
- Proven ability to show initiative and be flexible

Written by: Tori Howard P&I

Evaluated by: (Reward or HR)