



**Skills Builder**  
PARTNERSHIP



**Design Associate**  
**Briefing Pack**

## Introduction from Tom Ravenscroft, Founder & CEO

Hello!

I am really excited to be seeking the newest additions to our outstanding team and want to thank you for your interest in the Skills Builder Partnership.

The Skills Builder Partnership has been growing now for a decade. Along the way, we've grown our work from a single classroom to a global approach linking up education, impact interventions and businesses, working with over 200,000 children, young people and adults in the last year alone.

### Where it began

Teaching business studies to Year 10 pupils in Hackney more than a decade ago, I saw that there is something fundamental missing in education. I was worried that my students struggled to listen to one another and articulate their ideas. It didn't seem sustainable that I worried more about their coursework and deadlines than they did – or that the expectation was I would organise them. And what about creativity, or the ability to problem-solve?

This sense was what led me, eleven years ago, to work with a team of other teachers to set up the Skills Builder Partnership (previously called Enabling Enterprise). We knew that building students' knowledge and understanding of the world was essential. But we also felt that it was not enough.

### Where we are going

We are scaling a movement, the Skills Builder Partnership, which mobilises schools, employers and impact organisations behind a common mission to build essential skills for all young people and adults. The Partnership is gaining ever-more momentum, with the backing of organisations like the CBI, CIPD, the Business in the Community and more than 100 other leading organisations.

To achieve system change, individuals must have the opportunity to build essential skills in a cohesive and meaningful way no matter whether they are in education, participating in a social impact intervention or in employment. That's why in addition to working with schools and colleges, social impact organisations and employers partner with us to embed a common approach and language. Impact organisations like Harlequins Foundation and the National Literacy Trust partner to embed the Universal Framework into their programmes, while businesses like Network Rail and KPMG are giving employees the opportunity to build essential skills with our support.

### Who we are looking for

You will be the person who ensures all of Skills Builder's external facing content and branding reflects our big ambitions as an organisation. We are a small organisation that has an outside impact and that applies to the quality of our branding, content and platforms. This role is an opportunity to immediately see the impact of your work with wide reach across sectors.

Creativity and collaboration will be central to success in this role, working with teams across our organisation and innovating to deliver engaging tech products and content.

This opportunity could suit someone with graphic design, UI or web design experience who wants to join an exceptional, supportive team and stretch their abilities.

Thanks again for your interest in this role.



## London or Remote

### Do you want to use and develop your creative design skills to have a social impact?

The Skills Builder Partnership is an award-winning social enterprise. Our mission is to ensure that one day, everyone builds the essential skills to succeed – beyond just a set of qualifications. Essential skills are those highly transferable skills that practically everyone needs for any job, but that to date have often been overlooked, presenting a large barrier to social mobility.

Our approach is scaling rapidly and we are leading a partnership that includes over 100 top employers, 450 schools and colleges and 130 skills-building organisations.

To deliver against our mission, we are looking for self-starters with a collaborative, entrepreneurial approach; comfortable collaborating and innovating to make positive change, and with a passion for social impact.

In this role, you will lead our digital design across the organisation, from projecting a consistent visual brand in everything we do to user experience of our EdTech products and creating engaging digital content. It is a unique opportunity to gain a breadth of experience in a varied role where you will have real autonomy.

You will work with fantastic colleagues across the organisation to understand their design needs and make them a reality by effectively managing the design process. With the Director of Product as your line manager, you'll have excellent development opportunities while having overall responsibility for our branding.

You will be passionate about incredible design, interested in design fundamentals like typography, colour and layout and keen to build your expertise using different tools and software. To convert this passion into deliverables, you'll be highly organised, managing varied workflows to hit deadlines.

We have big ambitions and your scope to grow, learn and achieve matches that. If you want to benefit from working with an inspiring team, with huge potential for learning, growth and development, we want to hear from you.

## What it's like working for Skills Builder – quotes from our Team Survey:

I'm proud to work for Skills Builder, the impact we have and am privileged to be able to work with such brilliant colleagues.

It's always an absolute delight for me to work with just about any member of the team.

My line manager has been brilliant in making sure that our one-to-one sessions are mainly about me and my professional development. This has made me feel even more valued than I already feel as part of the company as a whole.

I'm excited about the new 3-year strategy and the opportunities this will bring to the organisation and to personal development.

I've said it before, I'll say it again: the support I've been getting in line management is simply amazing!

The progress by the team, despite the ongoing uncertainty in the wider world, has continued to be remarkable. Everyone is such a pleasure to work with and so committed to doing their best. I've continued to really enjoy the variety and challenge of lots of different workstreams. This term I've really benefited from the support of others in the team and those who have supported my development and progression. I really feel like my hard work has been recognised and rewarded.



## **Key responsibilities**

### **(1) Lead the design process**

- Manage streams of work and priorities, related to design tasks.
- Communicate with the wider team to ensure transparency and awareness of design work that is going on.
- Engage with teams in line with the design process (empathise, define, ideate, prototype, test). Take a lead on ideate and prototype phases, whilst supporting other phases and interpreting briefs appropriately.

### **(2) Product design**

- Working with the Product Managers to create user experience and user interface designs for our platforms: [Hub](#), [Benchmark](#), [Launchpad](#), [skillsbuilder.org](#) and other web-based tools, in line with the development roadmaps.

### **(3) Content design**

- Create engaging content to support our work across the Partnership, including promotional videos and infographics.
- Coordinate with project leads to develop templates and custom designs to support product (including curriculum resources), communications, delivery (education, organisations, employers) and other areas of our work.

### **(4) Branding**

- Ensure that we are conveying a consistent brand across all areas of our work, particularly around visual branding.
- Provide training and guidance to the wider team, about design and brand activation.

### **(5) Development**

- Develop working prototypes and MVP tools to support the product development process.
- Build and proactively maintain new pages and areas on [skillsbuilder.org](#) using Webflow and other products that are maintained in-house, in line with the development roadmaps.

## Technical Skills and Experience

- Demonstrable experience of designing websites, content or branding.
- Ideally some familiarity with HTML, CSS and Javascript.
- Ideally comfortable using software such as:
  - Adobe Illustrator / other vector illustration software
  - Adobe InDesign / other publication software
  - Adobe Premiere / After Effects / other video editing software
  - Figma / other prototyping software
  - Project management software

## Essential Skills



Designing user interfaces and evolving our branding will require exceptionally creativity. You will generate ideas for improvements and by combining different concepts. You will develop ideas by considering different perspectives and innovate effectively when working in a group.



Understanding what our team is trying to achieve is vital for this role. You show you are listening by using open questions to deepen your understanding and summarising what you have heard. You will listen critically and look beyond the way speakers speak or act to objectively evaluate different perspectives.



Finding solutions by balancing priorities and constraints is vital to delivering design work. You create solutions for complex problems by evaluating the positive and negative effects of a range of options.



This role requires the management of a full and varied workload, and you need to be someone who gets stuff done – on time, and to exacting standards. You will set goals, ordering and prioritising tasks as well as securing the right resources to achieve them. You will work with care and attention to detail, making plans that include clear targets to make progress tangible. You create plans that are informed by external views, including constructive criticism.



This role requires strong collaboration across the team to achieve our strategic objectives. You will improve the team by building relationships and positively influence the team by reflecting on progress and suggesting improvements.

## **Benefits**

**Salary:** £28,000 - £32,000

**Start Date:** As soon as possible

**Working hours:** Flexible but ideally 40 hours per week.

**Holidays:** 25 days per year, plus bank holidays and option to buy-back up to 5 days

**Location:** London or UK Remote

## **Application Process**

Applications should be made via our [online form](#) - on completion of the online application please also send your **CV and design portfolio** by email to [jobs@skillsbuilder.org](mailto:jobs@skillsbuilder.org). This round of applications ends at **9am on Monday 11<sup>th</sup> October 2021** with interviews taking place on **weeks commencing 11<sup>th</sup> and 18<sup>th</sup> October**.

Applicants are encouraged to explore our work at [www.skillsbuilder.org](http://www.skillsbuilder.org) before applying.



Skills Builder Partnership is a Top 100 Employer. We champion equal opportunities, and actively encourage applications from all qualified individuals.

Our recruitment process is designed to give you a sense of what this role as part of the Skills Builder team would be like. We follow best practice of blind-scoring applications and use the [Skills Builder Universal Framework](#) when assessing candidates' essential skills.