

**CROHN'S &
COLITIS UK**

Graphic Designer

March 2025



Thank you for your interest in working with us here at Crohn's & Colitis UK.

We're the UK's leading charity for Crohn's and Colitis. Right now, over 500,000 people in the UK are living with a lifelong disease that many people have never heard of. Because of the stigma and misunderstanding that surrounds these diseases, thousands of people are suffering in silence. But they are not alone. We're here for them.

It's an exciting time to be part of our team as we work together to shape the future of the charity and improve the lives of everyone living with Crohn's and Colitis.

There is currently no cure for these chronic conditions with one in three people diagnosed before they are 30.

Our mission is to stand alongside every person affected by Inflammatory Bowel Disease, ensuring their voices are heard, their challenges are understood, and their needs are addressed.

At Crohn's & Colitis UK, we are proud of our achievements - from funding groundbreaking research to raising awareness and normalising conversations about bowel health. We have built strong foundations through collaboration with healthcare professionals, policymakers, and research partners, and we continue to lead the charge for better care and support.

We know that living with a lifelong illness is about much more than managing physical symptoms. It impacts every aspect of life and our work ensures people with Inflammatory Bowel Disease can access quality healthcare and support, when and where they need it, so they can focus on living better lives.

Our promises to the Crohn's and Colitis community are outlined on the next page and you'll find more about our values, commitments, and what we're looking for further in this job pack.

If you like the sound of us, good luck with your application and we look forward to hearing from you soon.

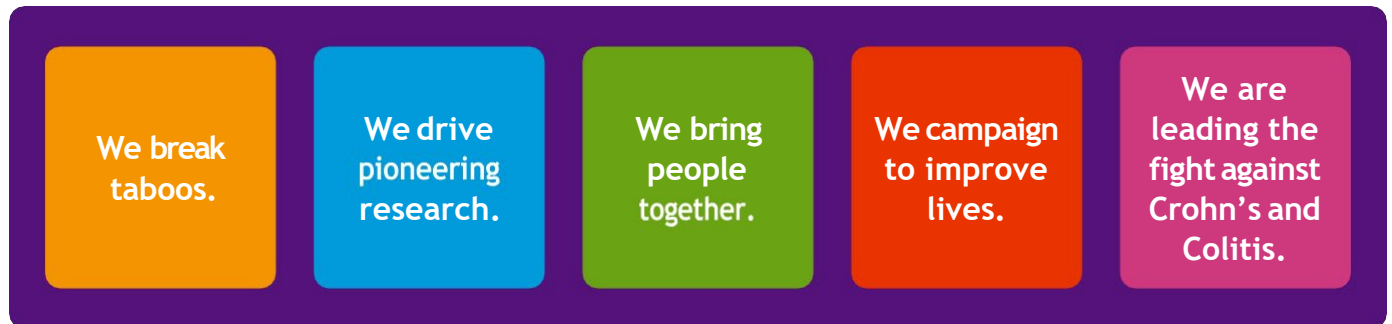
Marianne Radcliffe
Chief Executive
Crohn's & Colitis UK



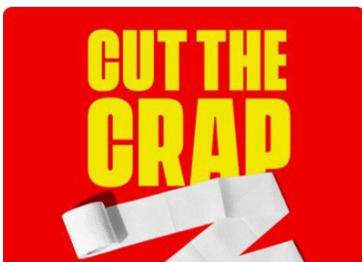
Our Vision

Our vision is improved lives today, and a world free from Crohn's and Colitis tomorrow.

Our mission



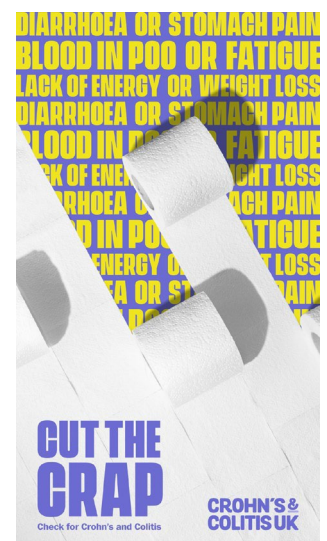
Founded in 1979 as a patient organisation, we've been there for people affected by Crohn's and Colitis when it matters, playing an instrumental part in providing support, increasing public awareness, and campaigning. But we're not finished yet. Here's a snapshot of our work:



Campaigning

Every year, 25,000 people are diagnosed with Crohn's or Colitis. But we know that more than a quarter have waiting for a diagnosis for over a year. Nearly half end up in A&E while waiting for a diagnosis. Delays to diagnosis affect people's ability to continue education and work, limits their treatment options and increases their risk of being hospitalised or needing emergency surgery. Our research showed that people aged 18-34 experiencing Crohn's or Colitis symptoms are less likely to visit their GP.

Our Cut the Crap public awareness campaign was created to explain what to look out for and to direct people towards our online symptom checker, where they can check in just 30 seconds whether they should see their doctor. Through our Cut the Crap Campaign, we're working with politicians and policy makers to make early diagnosis a reality: We are also working with healthcare professionals and health leaders to ensure people who are suspected of having one of the conditions are appropriately prioritised for diagnosis and receive the best possible treatment. Since its launch over 250,000 people have used our symptom checker.



Advocacy

We campaign for a better quality of life for people with Crohn's and Colitis. And we speak up on issues from employment to health policy, and from transport to toilets. We work with the NHS to benchmark and improve standards of care, using the findings as a launchpad for our discussions with health leaders and governments to change things for the better.

Services


Each year, our helpline team respond to over 9,500 queries via email, phone, social media, and live chat. We provide up-to-date, evidence-based information and can support you to live well with Crohn's or Colitis.

“I feel confident, regardless of the outcome, I can live life well. It was a seriously life-changing call. I am deeply thankful! They referred me to relevant parts of your website and empowered me to know when to reach out to my GP.”

“On all occasions I've contacted them, they've helped me understand my disability better, thank you.”

Our commitments

We're dedicated to our mission. We innovate and adapt to ensure we are finding new and improved ways to make a real difference to the lives of people with Crohn's and Colitis. For over forty years, we've supported the community and shaped the conversation about Crohn's and Colitis. We continue to be here to give people affected by Crohn's and Colitis hope, comfort, and confidence. We make their voices heard and help them live freer, fuller lives.

As we grow our ambitious plans, we are making strides to become fully inclusive in our approach and have commenced an anti-racism programme alongside our recently reviewed EDI policy. You can take a look at this, along with our public statement  www.crohnsandcolitis.org.uk/edi.

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It's a pleasure to be a member of the EDI working group. Involving a diverse range of people in all areas of our work is vital. It helps ensure the research and services we fund helps all sections of our community. The focus being placed on diversity and inclusion by Crohn's & Colitis UK is both timely and important.

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The future

As we look forward, the charity is in great shape to do even more for our community. Our income has been steadily rising since 2021, with an income of over £8M in 2024. We are investing in a new ambitious strategy, which we are developing now for launch in summer 2025.

We are just at the beginning of change in some areas - we have a great social media following but we want to maximise our digital platforms with an updated website launched in 2025, in line with a brand refresh.

A great strength of the charity is our amazing supporter base who are powerful advocates for change. They get involved through our membership, fundraising, campaigning or following our social media channels.

Our community is at the center of Crohn's & Colitis UK. Their support and insight help us build an evidence base that meets our ambition and turbo charges our aspiration to grow public awareness and deliver system change. We have made a start but there is much more to do and the opportunity to shape our delivery plans.

So, what can you expect as we embark on this journey?

Despite our long history, this is a period of exciting change for Crohn's & Colitis UK. We need a strong, adaptable, and resilient team of individuals to help drive our work forward and create a step change for people with Crohn's and Colitis. It's a bright, ambitious future and you could be part of it.



How we work

Our values are fundamental to how we treat our staff and supporters, shaping everything we do and underpinning our decision-making. This is how we make sure we're there for people who need us.

If you're ambitious, compassionate, and believe in the power of uniting to be stronger together, we might just be the place for you.



WE ARE
AMBITIOUS

Every day we strive to make the greatest impact possible on the lives of people with Crohn's and Colitis. We are experts in our field and work hard to make a difference - we are relentless in striving for improvement.



WE ARE
COMPASSIONATE

We are rooted in empathy and kindness. We're there for everyone living with Crohn's or Colitis, and when people turn to us for information and support, we listen.



WE ARE
STRONGER
TOGETHER

We're a community, and we work together with the aim to help people support themselves. We learn from everyone we work with, and we are always looking for new ways to collaborate and develop together.

With our values in mind, we are naturally committed to equality, diversity, and inclusion (EDI). We're working hard to reduce and remove barriers to working here, guided by industry best practice and our recently reviewed EDI Policy.

We value equality and want to make sure we get the best person for the job every time so want to hear from people of all backgrounds and with a range of experiences.

Are You IN?

We lead by example in our approach, committing to support people with invisible disabilities and conditions like Crohn's and Colitis.

One of the ways we do this is through our Are you IN? programme, committing to:

- educate all employees on invisible conditions, specifically, Crohn's and Colitis.
- empower managers, HR, and people living with invisible conditions and disabilities to talk with confidence.
- Enable access and install Not Every Disability is Visible accessible toilet signs in our company accessible toilets



Looking after our staff

Pay and progression

We review all salaries annually, based on lots of factors. We look at an individual's contribution, development against our competency framework, cost of living, and market benchmarking.

We're committed to the training and development of our employees. We have a performance review and development scheme designed to help all staff develop in their roles and budget is available for training related to each role or progression.

Financial support and/or study leave may also be offered to individuals where appropriate.

Giving you options

We are based in Hatfield, Hertfordshire, so we are easily accessible by road and rail.

In this role, there is plenty of scope for a hybrid approach working from home, although there will be times when you will need to be at face-to-face meetings with your team or our partner agencies. In addition, the charity meets four times annually at its office in Hatfield (or a location in London) for its 'All Staff Together' days, at which attendance is mandatory.

For staff who work out of the Hatfield office regularly, we know that routine travel to and from work can be expensive and you may want to buy annual tickets to reduce this cost. We offer an interest free loan for season tickets, repaid directly from your salary each month and our cycle to work scheme lets staff buy a bike in installments so you can travel in the way that best suits you. Our office provides free parking and secure bike locks.

Your wellbeing as a priority

All staff have access to our Employee Assistance Programme which provides training, information, and counselling sessions for a range of issues both inside and outside of work. This free, confidential service is available by phone and online 24 hours a day, 7 days a week, 365 days a year.

Our wellbeing programme consists of events for all staff, exploring mental health and wellbeing-boosting activities in a safe, supportive environment.

These activities are supported by our Wellbeing Policy which outlines best practice and prioritises the mental health and wellbeing of our staff.



The role

Job Level: Implement

Overall Purpose

The Graphic Designer plays a key role in shaping and maintaining Crohn's & Colitis UK's visual identity. This role is responsible for producing engaging visual content across multiple digital and print channels to inform, engage, and inspire our community, as well as raising awareness of the conditions in the public domain.

The postholder will work closely with internal teams and external partners to ensure that all creative outputs align with our brand identity and communication goals. Additionally, as the organisation undergoes a brand repositioning, the role involves collaborating with our brand agency to facilitate a seamless transition to the new brand identity. Beyond the transition, this role will champion the brand and lead by example in design execution, ensuring continued consistency and adherence to the refreshed brand identity across all creative outputs.

Job Responsibilities

1. Design & Brand Implementation

- Work with the MarComms team to lead the implementation of Crohn's & Colitis UK's new brand identity, ensuring a consistent and impactful rollout across digital and print channels, both internally and externally.
- Work collaboratively with the MarComms team, brand agency, and internal stakeholders to embed the refreshed visual identity across all touchpoints, supporting teams in adapting to updated guidelines.

2. Collaboration & Consistency

- Build strong relationships quickly with colleagues in the wider MarComms team and cross-organisationally to support the design and development of visual assets in the new brand, ensuring consistency and excellence across all touchpoints.
- This includes updating templates and graphics for social media, email marketing, web design, and key campaign materials, ensuring they are adapted for different audiences and formats.

3. Continuous Improvement

- Stay ahead of emerging design trends and accessibility best practices to ensure our content is engaging, inclusive, and impactful. Explore new techniques and design innovations to ensure our digital presence remains fresh, accessible, and inclusive for all users.

4. Diversity & Inclusion

- Ensure equality, diversity and inclusion and the voices of those with Crohn's and Colitis are considered in all aspects of content creation and design work.

5. Charity responsibilities

- Represent Crohn's and Colitis UK at events as required.
- Work in line with the charity values and maintain the reputation and standing of the charity.
- Ensure compliance with charity policies and all relevant legislation.

The purpose of this job description is to focus attention on the most important aspects of the jobholder's role. It is not intended to be a complete list of the duties; therefore, it is to be expected that the day-to-day performance of the job will include tasks not listed above. The list of duties for which the jobholder is responsible may reasonably be varied or added to at the discretion of the charity.

What you'll bring

Knowledge, skills & attitudes

Essential:

- Proven experience as a Graphic Designer, or in a similar role within an in-house or agency setting.
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and other relevant design tools.
- Experience designing for social media, email marketing, web platforms, paid advertising and printed media.
- Excellent understanding of brand identity, typography, and visual storytelling.
- Strong project management skills, with the ability to manage multiple projects and meet deadlines.
- Passion for creating accessible and inclusive content.

Desirable:

- Knowledge of video editing and motion graphics (e.g., Adobe Premiere Pro, After Effects).
- Strong skills in Canva, as this is the primary design tool used in-house.
- Experience working in charities, health organisations, or advocacy groups.
- Understanding of UX/UI design principles to enhance digital experiences.

Attitudes:

- Creative thinker with a keen eye for design and detail
- Collaborative and open to feedback, with strong communication skills.
- Proactive and self-motivated, with the ability to work independently and as part of a team.
- Committed to the mission and values of Crohn's & Colitis UK.



What we offer

Salary

The salary for this position will be £31,000 to £33,000 per annum depending on experience.

Annual leave

All staff receive a full time annual entitlement of 25 days. This increases by one day for each year worked, up to a maximum of 30 days. This is in addition to bank holiday days.

Salary sacrifice pension scheme

Staff are automatically enrolled into our Group Personal Pension Plan after 3 months, which is offered with two levels of contribution, as outlined below.

Employer contribution % of basic annual salary	Length of pension membership	Employee contribution % of basic annual salary
5%	On joining the scheme	3%
8%	After 6 months the member can choose to move up to this band or stay on the initial rates	5%

Hours

Our standard working hours are 35 per week and core hours are 9am to 5pm. However, there may be flexibility around these hours with manager agreement. Several roles are undertaken on a part-time basis, and we are open to discussing working arrangements that suit the role, business need and the person in post.

Additional benefits

We also have a range of flexible, family-friendly policies including enhanced maternity, adoption and paternity pay.

What's next

We hope this pack has inspired you to join us and given you all the information you need to take the next step. However, if you have any questions about what we do here, the role or need more practical information, don't hesitate to get in touch with Claire Walsh, Director of Income, Generation & Marketing by emailing on:

claire.walsh@crohnsandcolitis.org.uk

If you've got everything you need and you're ready to apply, please send your CV and supporting statement to

jobs@crohnsandcolitis.org.uk.

Your statement should give examples of how you meet the criteria of the person specification, and what you feel you would bring to this role.

Final closing date: Tuesday 22 April at 9am

Interviews will be held on 29 and 30 April 2025 in person.

Please note, applications will be assessed as and when they are received, and interviews arranged, so we may close the position before the closing date if a suitable candidate is found.

We are an inclusive employer and offer equal opportunities to all, regardless of an individual's age, disability, gender identity, marriage or civil partnership status, race, religion or belief, sex and sexual orientation.

If you have a disability and wish to request a reasonable adjustment at any stage of the recruitment process, please contact jobs@crohnsandcolitis.org.uk.




We are not a licensed sponsor at this time. Any offer of employment will be made subject to the applicant residing in the UK and a valid right to work in the UK being provided.





Thank you for
your interest

You can follow us on social media

 /crohnsandcolitisuk  @CrohnsColitisUK  @crohnsandcolitisuk

 www.crohnsandcolitis.org.uk

Registered charity in England and Wales Number 1117148, Scotland Number SC038632.

**CROHN'S &
COLITIS UK**