



Midweight Education Designer

Recruitment pack

About the role

ASDAN is growing its Curriculum Development and Design team. As a Midweight Education Designer, you will play a key role in designing and developing engaging, accessible and high-quality learning resources that support learners, educators across a wide range of qualifications and courses.

Working collaboratively with colleagues across the organisation, you will combine creativity with excellent attention to detail to produce both print and digital educational materials that are visually engaging, user-friendly and aligned with ASDAN's brand, accessibility standards, and curriculum requirements.

The successful candidate will be a strong communicator, highly organised and confident managing multiple projects while ensuring consistency and quality throughout the design process.

in graphic design, digital content creation, learning resource development or a similar creative role. You'll have a good eye for design, an understanding of accessibility and user-centred design and enjoy creating clear, engaging resources.

You'll be comfortable turning ideas and information into high-quality, visually engaging content and working with colleagues across the organisation to bring projects to life.

This role is offered on a **part-time basis** (three days per week), working in a hybrid pattern with time split between home and our office in St George, Bristol.

About the role

About us

ASDAN is an education charity and awarding organisation providing courses, accredited curriculum programmes and regulated qualifications to **engage**, **elevate** and **empower** learners with diverse needs.

Our goal is to engage learners through relevant and motivating courses to achieve meaningful learning outcomes, which elevate them to go on to further education, training and work, and empower them to take control of their lives. We do this by developing courses with an accessible and practical pedagogy for learners; and by supporting our partner educators to foster the personal, social and work-related abilities of learners with diverse needs.

We believe that learners should have the opportunity to discover, develop and make use of their abilities to affirm their identities, contribute to society, and challenge educational and social inequalities.

For further information about ASDAN, please visit our website: asdan.org.uk

For more information about the role:

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Conditions and how to apply

Contract	Permanent
Salary	32,450 per annum pro rata: 19,470 per annum (0.6)
Hours of work	Part time 0.6: 22.5 hours per week across 3, 4 or 5 days; specific hours and days to be agreed with the successful applicant, with the expectation of office attendance on a Tuesday.
Pension	Scottish Widows. Post-holder has option of two levels of contribution: • employee 3% employer 6% • employee 6% employer 9%
Leave entitlement	Starting at 24 days per annum pro rata: 14.5 days per annum (0.6), rising an additional day per year to maximum 32 days per annum pro rata.
Location	This is a hybrid role, working partly from home and partly from our main office in St George, Bristol.

How to apply

To apply for this position, please visit the vacancies section of the ASDAN website asdan.org.uk/vacancies where you will find the job description and application form. You are welcome to submit a CV alongside your completed application form. Only applications made using the application form will be considered.

Within your application form, please include a clear outline of why you feel you would be suitable for the position, including examples of your skills and experience, referring to the person specification as appropriate. Please also include a link to your online portfolio, showcasing relevant examples of your design work.

Please email your application and portfolio to: personnel@asdan.org.uk

It would be appreciated if you could complete ASDAN's equalities, diversity and inclusion (EDI) monitoring form at the time of your application. This information will be treated as confidential for monitoring purposes only and kept separate from your application.

Key dates

- applications close: noon Wednesday 2 September 2026.
- Interviews: Tuesday 22 September 2026.
- Interviews will be held at ASDAN's main office in Wainbrook House, St George, Bristol.

Please contact personnel@asdan.org.uk for an informal conversation about this opportunity.

Role description

Title	Midweight Education Designer
Accountable to	Education Design Manager
Liaison with	Development and Design team members and other ASDAN teams

Job purpose

To deliver high-quality, accessible and engaging design outputs across ASDAN's curriculum and resources, supporting effective learning experiences for users.

Key Responsibilities

- 1) Produce innovative and creative design work for print and digital courses and qualifications, marketing materials, and internally published documents.
- 2) Support the delivery of design projects, from brief to delivery.
- 3) Apply brand and accessibility standards, ensuring that all design work meets Universal and UX (User Experience) Design principles, ASDAN brand guidelines and Web Content Accessibility Guidelines (WCAG 2.2) (for digital resources), and that consistent and effective design is used.
- 4) Contribute to the maintenance of ASDAN's resource library and files, ensuring resources/ design assets are accurately recorded and version controlled.
- 5) Assist with publishing content to ASDAN's digital learning platform.
- 6) In common with all staff.

Role description

Key duties

1. Produce innovative and creative design work for print and digital qualifications and courses, marketing materials, and internally published documents.

- a) Work with internal and external stakeholders as required, to create, review and improve in-print and digital qualification and course materials including:
 - course specifications, delivery guides and resources
 - training materials including video visuals
 - website updates
 - impact reports and promotional brochures
 - conference materials and exhibition graphics
 - presentations
 - digital resources
- b) Work with the ASDAN Marketing and Communications team to produce designs for internal and external communications and marketing opportunities.
- c) Support ASDAN executive, leadership and Education Development Partner teams to produce presentation materials for conferences, materials and training events.
- d) Work with the Curriculum Development Managers to ensure that qualification resources are maintained in line with regulatory requirements.
- e) Develop and maintain own knowledge and understanding of ASDAN's product portfolio and its position in the wider education landscape.
- f) Maintain own design knowledge and skill.

2. Support the delivery of design projects, from brief to delivery.

- a) Follow and, where appropriate, contribute to design briefs agreed by the Education Design Manager.
- b) Follow and, where appropriate, contribute to design project plans.
- c) Produce design work in line with ASDAN design standard operating procedures, agreed design briefs and project plans, delivering work on-time and within agreed resource and cost parameters.
- d) Plan, organise and prioritise own design work so that it supports the Curriculum Development and Design team to meet its KPIs and supports the ASDAN business strategy.

Role description

3. Apply brand and accessibility standards, ensuring that all design work meets Universal and UX (User Experience) Design principles, ASDAN brand guidelines and Web Content Accessibility Guidelines (WCAG 2.2) (for digital resources), and that consistent and effective design is used.

- e) Ensure all creative work aligns with ASDAN's brand guidelines, maintaining consistency across print and digital materials.
- f) Design accessible print and digital materials that meet the needs of diverse learners.
- g) Produce style sheets, guidelines and UX and UI mock-ups for digital developments.
- h) Keep up to date with evolving accessibility legislation, WCAG guidance and design best practices, applying these to new and existing resources.
- i) Recommend improvements to enhance the usability and accessibility of existing resources.
- j) Support colleagues in applying brand and accessibility best practice across projects.

4. Contribute to the maintenance of ASDAN's resource library and files, ensuring all resources/design assets are accurately recorded and version controlled.

- k) In liaison with the Curriculum Development Officer, maintain the ASDAN resource library of files for ASDAN qualifications and courses, tracking and recording updates to ASDAN products and resources.
- l) Ensure that all current versions of qualification and course files are given appropriate filenames and accurate version numbers.
- m) In collaboration with the Publications and Product Manager, ensure that current versions of qualification and course files are available for print-version publications.
- n) In collaboration with the Marketing and Communications Team, ensure that resource and product information and copies available on the ASDAN website are kept up-to-date.

5. Assist with publishing content to ASDAN's digital learning platform.

- a) Prepare, including formatting to meet the appropriate templates, qualification and course content to be published on ASDAN's digital learning platform, Equitas.
- b) Upload content to Umbraco.
- c) Source imagery to accompany course content to be published on ASDAN's digital learning platform, Equitas.
- d) Ensure digital content meets accessibility standards.
- e) Convert print-based resources into accessible digital formats.
- f) Support the continuous improvement of the platform through user-centred design and visual enhancements.

Role description

5. In common with all staff

- a) To support the charitable purposes of ASDAN.
- b) To work collaboratively and be accountable for your contribution to ASDAN's strategy and values.
- c) To manage ASDAN's resources effectively and efficiently.
- d) To provide the highest standards of customer service to customers of ASDAN.
- e) To support collectively leadership, development and relationship building across ASDAN, and with relevant markets and stakeholders.
- f) To participate in ASDAN's annual review process and undertake appropriate training and development, ensuring up to date knowledge and practice is applied and maintained for the efficient and effective performance of the post, supporting ASDAN's strategic objectives.
- g) To effectively promote the safety and well-being of children, young people and all vulnerable individuals, in line with ASDAN's safeguarding policy.
- h) To uphold and promote ASDAN's Equality policy and practices, respect the unique contribution of every individual and to work positively in an environment that promotes equality and diversity.
- i) To ensure awareness of and compliance with all health and safety requirements in accordance with the provision of health and safety legislation.
- j) To keep up to date, according to your role, for the efficient execution of the role, with new legislation, procedures and methods.
- k) To comply with the requirements of GDPR (General Data Protection Regulation) and follow good practice with regards to the security and confidentiality of information.
- l) To present an appropriate professional image of ASDAN.

Person specification

Qualifications	Essential	Desirable
Educated to degree level or equivalent vocational qualification in a design-related subject.	✓	

Skills, knowledge and expertise	Essential	Desirable
Experience using Adobe creative apps or similar, such as: Adobe InDesign, Adobe Illustrator and Adobe Photoshop, Adobe XD, to create multi-page layouts, original artwork and adapt stock assets.	✓	
Experience using a range of Microsoft Office programmes/ apps to produce branded documents.	✓	
Able to produce creative artwork and designs to brand guidelines.	✓	
Knowledge of accessibility in design, with an understanding of the principles of user-centred design.	✓	
Attention to detail and able to work to a high degree of accuracy.	✓	
Experience working in an in-house design role, following design briefs to produce design and art work for both print and digital application.	✓	
Experience using Adobe After Effects (or similar motion graphics/video editing software).		✓
Able to use data and research and to seek feedback to improve practice, to create informed and considered designs.		✓
Experience producing design work for education resources or contexts, with an emphasis on accessibility to meet SEND.		✓
Knowledge and expertise in design for digital/online learning and/or platforms.		✓
Knowledge of accessibility in design, with an understanding of the principles of user-centred design.		✓

Personal qualities for this role	Essential	Desirable
• Curious and creative.	✓	
• Well organised and focused.	✓	
• Able to adapt to changing circumstances and demonstrate flexibility, with the capability to respond to evolving project demands.	✓	
• Able to take a pro-active approach to personal development, seeking opportunities to learn new skills with a willingness to share knowledge with the team and organisation.	✓	

Personal qualities expected of all staff
• Demonstrable commitment to high standards of customer service. • Highly professional standards of behaviour at all times. • Diligently apply principles of GDPR and information assurance. • Highly motivated and proactive. • A collaborative team player. • Calm under pressure and in changing circumstances. • Flexible, friendly and helpful. • Able to work positively and creatively, combining a responsible approach to securing ASDAN's core business and heritage with an entrepreneurial approach to winning and growing new business.



 An ASDAN learner at one of our centres in Cardiff



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