

## Collaborate and develop the charity's brand



Sinead and the directors have approved the final logo and visual styling for the charity. They now need to develop an online presence to launch and promote the charity's services. Who should they collaborate with?

### Task

Look at the roles and discuss:

1. Which role would be most useful?
2. How would they be involved?
3. Why would it help for them to know about graphic design and/or mental health?



## Web Designer



**Web Designers** are responsible for planning, creating and coding internet sites and web pages, many of which combine text with sounds, pictures, graphics and video clips. They are responsible for creating the design and layout of a website and can work on developing brand new websites or updating existing sites.

### Key skills

- Creativity and imagination
- Attention to detail
- Excellent knowledge of digital design software
- Coding (HTML, CSS, Javascript)
- Analytical
- Patience
- Problem-solving
- Good time management

## Copywriter

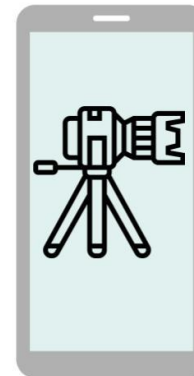


A **copywriter** has the responsibility of brainstorming and creating concepts for advertisements and marketing campaigns - often working in partnership with a graphic designer. They write copy for various formats and media, as well as pitch ad and marketing campaign concepts to clients or company decision-makers.

### Key skills

- Excellent writing skills
- Effective verbal communication
- Ability to collaborate
- Ability to write with empathy
- An understanding of the target audience/user experience
- Excellent research skills

## Photographer



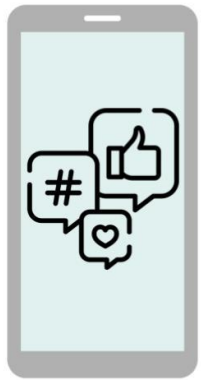
**Photographers** record events and tell stories using images. They take pictures of people, places, events, and objects in studios or on-site at various locations.

Photographers often specialise in a specific type of photography, e.g. fashion, portraiture, documentary, sport

### Key skills

- Creativity
- Technical knowledge of camera equipment and processes
- Patience and concentration
- Attention to detail
- Teamwork
- Ability to network

## Social Media Manager



**Social Media Managers** are responsible for planning, implementing, managing and monitoring company's Social Media strategy in order to **increase brand awareness**, improve marketing efforts and **increase sales**.

### Key skills

- Good written and verbal communication
- Creativity
- Ability to make connections
- Knowledge of traditional and digital marketing
- Data analysis
- Organisation
- Agility

## Marketing Manager



**Marketing managers** might have a variety of responsibilities such as putting together budgets for marketing **campaigns**, working with advertising agencies, preparing contracts and reviewing materials including TV, web, magazine and online advertisements.

### Key skills

- Ability to understand buyer needs
- Understanding the sales process
- Critical thinking
- Problem-solving
- Creativity and writing
- Good teamwork
- Communication & networking
- Adaptability
- Good organisation and planning

## Task

### Look at the roles and discuss:

1. Which role would be most useful? Explain.

2. How would they be involved?

3. Why would it help for them to know about graphic design and/or mental health?