



Ronald McDonald
House Charities™
United Kingdom

Keeping families close™

Graphic Designer

Candidate Pack

Location:	Hybrid working, with two days a week from a Ronald McDonald House or office. Occasional UK travel for brand shoots, events or team collaboration.
Salary:	£40,000 per annum
Contract:	Permanent, full time (35 hours per week)
Reports to:	Marketing Manager
Closing date:	Tuesday 24 February, midnight

Job role:

This role sits at an exciting moment for the charity. With a refreshed brand, a bold new strategy and a growing Brand, Communications and Digital Engagement team, the Graphic Designer will play a central role in shaping how we show up visually and how our stories are told.

You will bring our new visual identity to life across digital and print, helping build a coherent, confident and emotionally resonant brand that deepens engagement with supporters, partners and, crucially, the families we serve. Working in a team that is still forming, this role offers genuine scope to influence ways of working, creative standards and the future visual direction of the charity.

By taking ownership of in-house design and working closely with colleagues across fundraising, family services and engagement, you will help translate ambition into high-quality creative output, supporting our aim to reach more families and support them better through compelling, accessible and human design.

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Notes from our leadership



Ella Joseph, Chief Executive

Thank you for your interest in joining Ronald McDonald House Charities UK.

'Keeping Families Close' is at the heart of everything we do at Ronald McDonald House Charities UK: we build and run Houses that provide a free 'home-away-from-home' for families who have a sick child in hospital.

We currently have a network of 14 Houses across the UK that can accommodate over 530 families each night. But we offer much more than an en-suite bedroom close to children's hospital wards – we create communities too.

Our fantastic teams, volunteers and supporters are there to provide support and practical help for families, as well as offering a safe and homely space where families can come together and know they're not alone.

We are an extremely friendly and motivated team at Ronald McDonald House Charities UK. If you are an individual who enjoys working in a collaborative environment, and who is excited to be part of our transformational journey over the coming years, then we would be delighted to hear from you.



Stella Boulougari, Associate Director of Mass Engagement

This is an incredibly exciting moment to step into the role of Graphic Designer. We're entering a period of change and real possibility: our new Impact Strategy sets a clear vision to serve more families and serve them better, and we're kicking off 2026 by launching a five-year Engagement Strategy to fuel the growth needed to deliver that vision.

Co-created with teams across the Directorate, the Engagement Strategy is a bold shift in direction. It brings income generation, marketing and communications together behind a shared goal: to grow income, deepen relationships, and increase our long-term impact.

I joined the newly established Engagement Directorate in late 2025 to lead our Mass Engagement team, and I'm already blown away by the scale of the opportunity ahead. Together, we're beginning to shape an audience-centred approach to how we connect with families, supporters, partners and communities at scale. Our role is to inspire more people to care about what we do, motivate them to take action, and make it easy and rewarding for them to get involved - whether that's through fundraising, volunteering, or spreading the word about our mission.

The work you do will have tangible impact. The stories you help shape and the campaigns you'll lead will bring our Houses to life, grow understanding of the difference they make, and invite people to stand with families when they need it most. You'll see the effect not just in metrics, but in moments that families will remember forever.

You'll also be part of a global charity with the energy and possibilities that brings: learning from peers, tapping into international networks and sharing ideas across borders. At the same time, here in the UK we're small enough for you to know everyone, build genuine relationships and see your ideas take shape.

I'm building a leadership team that is deeply collaborative and purpose-driven: we'll set ambitious goals, take decisive action, support each other, champion our people and remain grounded in the families and communities we serve. If this sounds like an environment that aligns with your values, and you're motivated to build something meaningful together, we'd love to hear from you.

Why work for Ronald McDonald House Charities UK?

► Our purpose

At Ronald McDonald House Charities UK, our purpose is to help families with children in hospital cope with the practical and emotional challenges they face.

Our ambition is to [serve more families and serve them better](#).



► Our values

- We celebrate the diversity of our people and our programmes
- We value our heritage
- We focus on the critical needs of children and their families
- We operate with accountability and transparency

► Our impact

We are passionate about the support we give to families each year. Since 1989, we have supported over 95,000 families from all walks of life, living in the UK or coming from abroad for specialist care, for those families, staying close to their child in hospital receiving care is the number one priority.



► Our diversity statement

We aim to cultivate a culture of inclusion for all employees that respects their individual strengths, views, and experiences. We believe that our differences should be celebrated as this enables us to be a better team - one that makes better decisions, drives innovation, and delivers better results.

► Our families

Across our 14 locations in the UK, our Houses aim to reduce the emotional and financial burdens that come with having their child in hospital.

Families often wish to share their stories with us, highlighting their family's journey through honest and first-hand experiences.

 [Watch one of our family stories](#)

 [Read our family blogs](#)

Our employee benefits

We are able to offer the successful applicant a highly competitive salary and benefits package.

- Private Healthcare and Employee Assistance Programme
- Pension Scheme and Enhanced Life Assurance
- Flexible Working Patterns
- Annual Leave and Sabbatical Leave
- Service and Recognition Awards
- Employee Discount Scheme

[Click to view all details on available employee benefits](#)

About the Graphic Designer role

Key responsibilities:

Creative development

- Lead design across a wide range of channels and formats.
- Create concepts and design solutions for campaigns, supporter journeys, brand storytelling and internal needs.
- Produce creative variations for digital channels including social, paid ads, email and web assets.
- Develop design ideas and the final assets for print, from brochures and fundraising packs to event materials and signage.
- Explore new formats and trends that help the charity stand out while maintaining brand integrity.
- Make sure the visual identity of all designs created are consistent, on-brand, accessible and inclusive.



Digital asset creation

- Produce digital content for use across all channels.
- Design graphics, illustrations and adaptable templates for social media and paid campaigns.
- Create website visuals and support the Web team with assets that work across responsive layouts.
- Build email imagery and support the Digital Marketing Manager with creative variations for testing.
- Develop branded templates for assets and documents (for Canva) which colleagues can confidently apply.
- Optimise all assets for accessibility.

Project and budget management

- Take ownership of design scheduling and workflow.
- Manage the design pipeline and prioritise requests, balancing deadlines across teams.
- Scope and plan projects, creating realistic timelines and keeping colleagues informed.
- Maintain tidy asset storage, naming conventions and version control.
- Ensure design files are archived properly and easy to find.
- Track costs for print and freelance support.
- Ensure value for money through thoughtful scoping and supplier comparison.
- Keep accurate records for invoicing and approvals.

Stakeholder engagement

Internal: Work collaboratively and sensitively across the charity.

- Interpret briefs and help colleagues articulate objectives, audiences and required outputs.
- Present concepts with clarity, guiding stakeholders through creative choices.
- Manage feedback loops constructively, keeping projects moving while upholding design standards.
- Build strong relationships with House teams and fundraisers, understanding their needs and helping them feel confident using and briefing brand materials.

Assets management

- Maintain brand assets including templates, iconography, colour palettes and typography.
- Manage and maintain assets on our assets system
- Maintain templates, toolkits, and guidance for teams
- Train, support and empower colleagues to use approved templates

Print design and production

- Create and manage printed materials from concept to completion.
- Develop artwork across brochures, leaflets, posters, event collateral and supporter materials.
- Prepare print-ready files with correct specifications and colour settings.
- Liaise directly with print suppliers on proofs, materials, timelines and costings.
- Maintain quality control and ensure all materials feel consistent and durable.



External partners: When needed, manage freelancers and suppliers.

- Brief freelancers on overflow design, illustration or motion work.
- Oversee output to ensure alignment with the charity's brand.
- Review estimates, track deliverables and maintain good communication.
- Work with photographers and agencies to develop visual assets for campaigns.

About the Graphic Designer role

Person Specification:

Knowledge and Experience

- Proven experience designing for both digital and print, ideally within an agency or in-house, preferably in the non-profit sector.
- Strong portfolio demonstrating creative thinking, layout, typography and brand development.
- Proven experience taking ownership, managing and delivering complex projects with multiple stakeholders in busy environments.
- Experience applying and maintaining a brand across multiple channels.
- Proficient in producing digital assets for social, email and websites.
- Experience managing print production from artwork to delivery.
- Desirable: experience supporting fundraising campaigns, accessibility design, motion graphics or simple animation.



Skills and Abilities

- Advanced skills in Adobe Creative Cloud, including Illustrator, Photoshop and InDesign.
- Confident interpreting briefs, including goals and audience insights, and developing clear and relevant creative options.
- Strong layout, composition and attention to detail.
- Ability to juggle multiple projects with calm prioritisation.
- Comfortable giving and receiving feedback, adapting work when needed.
- Strong communication and relationship building skills.
- Creative problem solver who brings fresh, inclusive approaches to visual storytelling.
- Commitment to producing accessible, inclusive and audience appropriate design.
- Strong understanding of brand principles and visual storytelling.
- Ability to clearly articulate brand and design principles and guide teams in applying them.
- Self-directed, able to manage own workload.



Our employees



Jasmine's journey House Assistant to Marketing Officer

Jasmine started at the Charity in the role of House Assistant, providing administrative, practical and emotional support to families staying at our Brighton House, helping to create a supportive and comfortable environment. With a passion for creating visual materials and writing family stories alongside her House Assistant duties, Jasmine's hard work and talent was recognised and she progressed into a new department, taking valuable knowledge and skills into a position with our Marketing and Communications team.



BB

I began my journey with Ronald McDonald House Charities UK in 2016 as a House Assistant at our Brighton House, where I witnessed the extraordinary strength of the families we support and the profound impact of our services.

In 2021, I embraced a new challenge through a secondment in the Marketing and Communications team – an opportunity to merge my passion for design, brand, and storytelling with the powerful realities of frontline experiences. That chapter became a turning point, leading to a permanent role as Marketing Officer, where I now help bring our mission to life through supporting compelling campaigns, fundraising initiatives, and partnerships.

Over the past nine years, I've grown both personally and professionally, continuously supported by a network of inspiring colleagues. It's been a journey of purpose, creativity, and deep connection.

GG

Lily's journey Lead Challenge Events Officer to Senior Events Fundraiser



Lily started as Lead Challenge Events Officer, working in a small team and specifically on Challenge Events, such as marathons and skydives. Inspired by the families we support, their personal stories motivated Lily to get involved with other fundraising events. Recognising her passion for delivering high quality experiences, Lily's role developed to incorporate large scale events and collaborating with a larger team. Lily now plays a vital part in ensuring the success of our fundraising events and effectively guiding supporters.



BB

Working within a busy Events team, no two days are the same - which I love! There's lots of variety, whether it is supporter stewardship, planning events, getting stuck in at a Golf Day, or simply updating our database. I love being able to listen to our supporters' stories, and their reasons for wanting to support this fantastic charity.

As a Senior Events Fundraiser, I love the responsibility of looking to the future and helping shape our strategy and Events calendars.

Ronald McDonald House Charities UK has helped me develop my people skills and learn to work in a fast-paced and dynamic environment, whilst knowing my work is making a difference to families across the UK with children in hospital.

GG

How to apply for the role

Closing date: Tuesday 24 February 2026

All applications must be submitted before midnight on this date.



Please enclose:

A full CV

A cover letter specific to this role

A portfolio of your work

A completed demographic form (optional)

To submit your application, please email:

rmhc.recruitment@uk.mcd.com

All applications will be considered and then informed following the closing date if they have been shortlisted for a first-stage interview.

To discuss the role before applying:

📞 0203 892 0774 📩 rmhc.recruitment@uk.mcd.com

► Our Artificial Intelligence (AI) Statement

We encourage candidates to minimise their use of AI tools when answering questions in this recruitment process. Our goal is to understand your authentic self, your unique perspectives, and your genuine skills. We value originality and personal insight, which are best demonstrated through your own words and experiences.

► Equal Opportunities Employer:

The Charity is an equal opportunities employer and welcomes applications from all suitably qualified individuals regardless of race, ethnicity, religion, sex, gender identity, sexual orientation, disability, or age.

