

Job Description

Graphic Designer



JOB DESCRIPTION	
Job Title	Graphic Designer
Base Location	Swansea
Hours of work	37.5 per week
Responsible to	Head of Comms and Content
Contractual Status	Permanent
Role Summary	To plan develop and create original designs and digital content for use across a range of formats from websites, social media, print and digital marketing campaigns to commercial brochures, presentations.
Key Relationships	<ul style="list-style-type: none"> • Commercial Team • Rugby Dept • Marketing Manager • Content Manager • External Agencies.
Key Responsibilities, Tasks and Activities	<ul style="list-style-type: none"> • Contribute to the development of high quality, engaging and innovative content through the design of digital graphic and visual content which support brand objectives. • Develop and execute content, taking direction from a marketing or creative brief, being able to clearly articulate the creative vision. • Ensure that all assets consistently support brand CI, guidelines and the creative brief. • Create assets from scratch, as well as utilising pre-existing design concepts from other agencies and partnerships. • Build and maintain strong working relationships across all departments in the organisation, to meet their needs for advertising, promotional sales materials, and other collateral. • Work closely with Marketing Manager to concept and execute creative marketing initiatives. • Work closely with Content Manager on producing relevant assets for amplification of key moments of activity. • Manage and maintain a photo library. • Act as a brand ambassador across the organisation. • Keep up to date on the latest industry trends, technology, software and/or equipment that can improve production and quality of their creative work. • Designi brochures, magazine covers and backs, billboards, brochures, web pages, advertising for a variety of media formats and annual reports • Provide integrated creative output across video, email, social, publications, signage, large-format, retail, advertising, packaging etc. • Support the mission, vision and purpose of Ospreys Rugby and Ospreys in the community.

JOB DESCRIPTION	
	<ul style="list-style-type: none"> • Concept, design, and execute graphics for matchday communication channels, including traditional marketing, digital/social, email, in-venue, and others, leading up to matchday. • Work within the matchday social plan to create compelling visual communication for owned social channels. • Ensure efficient, high quality and timely production of all creative assets. • Able to review, give and solicit feedback to continually raise the bar and iterate on feedback.

PERSON SPECIFICATION	
Experience	<ul style="list-style-type: none"> • Experience in digital graphic design • Experience working in a fast-paced environment with tight deadlines. • Knowledge of layouts, graphic fundamentals, typography, print, and the web • Good Knowledge of Adobe PhotoShop, Illustrator, Sketch, InDesign, and other graphic design software • Compelling portfolio of work over a wide range of creative projects • Experience of motion graphics (desirable)
Skills & Qualifications	<ul style="list-style-type: none"> • Relevant Degree • Excellent eye for detail • Proficient in Microsoft Office products • Excellent communication skills • Organisation and planning • Problem solving • Strong self-awareness