

## JOB DESCRIPTION: Graphic Designer

<b>Department</b>	Commercial
<b>Location</b>	Motorsport UK House, Colnbrook
<b>Hours of Work</b>	Full time, 9AM – 5:30PM, with flexibility required
<b>Manager</b>	Marketing Manager
<b>Grade</b>	E
<b>Direct Reports</b>	None

### Background

Do you want to help deliver a bold new vision for UK motorsport?

We require a graphic Designer to join the national governing body, Motorsport UK, in this newly created role

Motorsport UK represents over 45,000 competitors and volunteers and over 720 clubs at the heart of motorsport. Now, under the leadership of the Chairman David Richards CBE, we are investing in an exciting period of change to drive growth and create a sustainable future for motorsport in the UK.

The governing body has recently established an all-new identity, created by our external brand agency, and you will be required to be the internal guardian in all design executions related to the brand world.

### Role Purpose

You will be internally focused, however will require an understanding of different clients' requirements before making design decisions on their campaigns and proposals.

You'll work to a brief agreed typically with the internal client, head of communications, or commercial manager, and will develop appropriate creative ideas and concepts for each client's objectives.

As graphic designer you will work on a variety of products and activities, such as websites, banners, communications campaigns, infographics, magazines, posters, product packaging, exhibitions and displays, corporate communications and corporate identity templates, ensuring all design is aligned with a new, recently introduced brand identity.

You will be responsible for applying and safeguarding our new brand identity across a range of assets and projects.

The work demands creative flair, up-to-date knowledge of industry software, and a professional approach to time planning, costs, deadlines and prioritisation.

### Responsibilities

Your typical responsibilities as graphic designer include:

- meeting managers to discuss the business objectives and requirements of the job
- estimating the time required to complete a job and providing estimates of the time and work involved

- supporting the marketing and commercial team by providing assets that elevate the quality of their presentation materials
- thinking creatively to produce new ideas and concepts and developing engaging and interactive design
- using innovation to redefine a design brief within time and cost constraints
- presenting finalised ideas and concepts to internal clients
- working with a range of media, including computer-aided design, and keeping up to date with emerging technologies
- proofreading to produce accurate and high-quality work
- demonstrating illustrative skills with rough sketches and working on layouts ready for print
- commissioning illustrators and photographers
- working as part of a team with printers, copywriters, photographers, other designers, web developers and marketing specialists.

### Person Profile

You will be expected to be a self-starter, capable of working autonomously.

You will be expected to be fully conversant with a range of project tools from Microsoft suite, Adobe products, Illustrator, Google Drive, Dropbox etc.

We operate in a fast-moving world and you will be expected to keep abreast of the environment, thinking on your feet, and applying yourself accordingly.

Relevant subjects for graphic design work include those that involve visual arts. In particular, a degree or HND in the following subjects may increase your chances:

- 3D design
- communication design
- film/television
- fine art
- graphic design
- illustration
- photography
- visual art.

You will experience great job-satisfaction creating high-quality artwork and building and enforcing solid credentials and a reputation for Motorsport UK.

### Terms

Working hours are typically 37.5 hours a week, however the workload is significant and we require commitment and flexibility in order to achieve company objectives, usually with some flexibility around start and finish times. You'll likely have to work extra hours when deadlines are approaching, including working into late to get a job finished to everyone's satisfaction.

The majority of the role is office based, however you may on occasion be required to attend external client meetings as part of the role.

### Knowledge and Skills

Apart from creative technical and drawing skills, you will need to show:

- an understanding and appreciation of motorsport on many different levels

- a commitment to getting out and about at a number of UK motorsport events (these happen at weekends)
- passion and enthusiasm for design, with a creative flair
- a flexible approach when working as an important part of a team
- excellent communication skills to interpret and negotiate briefs with clients
- good presentation skills and the confidence to explain and sell ideas to clients and colleagues
- time management skills and the ability to cope with several projects at a time and plan your time accordingly
- strong attention to detail
- accuracy and attention to detail when finalising designs
- being open to feedback and willing to make changes to your designs
- effective internal networking skills to build contacts
- a confident and effective communicator of your ideas
- ability to simplify a range of real world issues through creative design
- interpret real world brand identity into practical and sustainable creative solutions
- a thirst for knowledge and commitment to continuous improvement
- a flexible, responsive and can-do attitude