



JOB DESCRIPTION.

JOB TITLE	Junior Graphic Designer
REPORTS TO	Design Manager
DEPARTMENT	Audiences

BACKGROUND

We celebrate Shakespeare's transformative impact on the world by conducting a radical theatrical experiment. Inspired and informed by the unique historic playing conditions of two beautiful iconic theatres, our diverse programme of work harnesses the power of performance, cultivates intellectual curiosity and excites learning to make Shakespeare accessible for all.

THE AUDIENCE DEPARTMENT

The Audiences Department includes the Marketing and Digital teams, as well as Communications, Ticketing and Sales, Retail and Visitor and Audience Operations. They all own the customer journey from start to finish and strive to be insight driven, customer focused and digital first in approach.

Responsible for demanding revenue targets across everything we do and reaching the widest possible global audience onsite and online, we are an innovative, collaborative and creative team. Working closely with producing, education and development we build customer loyalty and diversify our live and digital audiences by creating innovative design and content to engage them and stand out. We are results oriented and measure, test and learn as we try new ideas.

The Marketing team includes a Campaigns team working across all of our output, a Design and Brand team, a Data, Insight and CRM team and a Social Media team. They work together to deliver shared audience and revenue targets for the whole organisation.

The Audiences department helps to achieve objectives through:

- **Audiences** – understanding and delivering relevant information to our current and potential audiences.
- **Revenue** – increasing and maximising income from all areas of the business.
- **Acquisition** – setting cross year audience targets for underrepresented audience groups
- **Retention** – increasing loyalty and engagement
- **Brand** – ensuring the Globe is a place of radical excellence

PURPOSE OF JOB

The Junior Graphic Designer will support the Design team in providing in-house design and artworking for the Audiences team and Shakespeare's Globe as a whole, in order to promote and engage audiences with all aspects of the Globe's activities.

The postholder will have experience of working in a Junior Graphic Designer role with a good level of competency in designing for both print and digital, and an excellent instinct

for design. The role requires someone who is motivated to add value on a creative basis, but who would also be happy in a production heavy role.

PRINCIPAL RESPONSIBILITIES

- Undertaking artwork and/or design for printed and digital marketing materials, including adverts, web assets, posters, flyers, merchandise and large format graphics.
- Thinking creatively within the brand guidelines and helping to push the digital designs that we produce.
- Helping to maintain on-site branding, signage and look and feel of the Globe estate.
- Contributing to campaign development with the other members of the Marketing and Digital team.
- Assisting in making the Globe's internal communications appealing and informative.
- Assisting in facilitating print requirements across the Globe, ensuring competitive pricing and high quality; monitoring proofs, progress and delivery.
- Promoting adherence to the Globe's new visual identity and working with the team to implement and evolve it.
- Maintaining an efficient archive of the Globe's marketing and promotional materials.
- Working with the Comms team to ensure all material from each department within the Globe is on brand through our Cause and visual identity.
- Undertaking any other related duties in a flexible and adaptable manner.

PERSON SPECIFICATION

- Previous experience as a junior graphic designer or artworker.
- A relevant degree or post A-level qualification, e.g. in Graphic Design or Visual Communications.
- A thorough working knowledge of Adobe Creative Suite (especially InDesign/Photoshop/Illustrator and After Effects)
- Ability to create design concepts and layouts
- A portfolio that demonstrates design execution across print and digital formats.
- Experience of working at a fast pace and juggling concurrent projects and internal clients.
- Excellent organisation skills: be able to manage and organise design files and assets correctly
- Effective communication skills.
- Ability to proactively problem-solve and work under pressure.
- Ability to collaborate with other departments to ensure consistent brand messaging across all marketing materials.
- Monitoring the design inbox and administrative support for the workflow of the design team.
- Experience with Figma or willingness to learn (desirable, not essential)

Embodies these essential Globe ways of working:

- Committed to the principles of equality, diversity and anti-racism and able to implement these within all areas of work.
- Supportiveness to others.
- Thoughtfulness, reflecting, and problem solving.
- Influencing and communicating with others.

The post holder must at all times carry out their responsibilities with due regard to Shakespeare's Globe's Policies and Procedures.

RECRUITMENT INFORMATION AND TERMS AND CONDITIONS

Full-Time, Fixed-Term 6-Month Contract (Happy to talk flexible working)

[A full set of terms and conditions will be supplied with a contract of employment]

- Hours:** **35 hours per week** exclusive of meal breaks, Additional hours at evenings and weekends may be required for which time in lieu may be granted. There are no extra payments for additional hours worked.
- Salary:** **£23,774 per annum.**
- Holiday:** The annual holiday leave is 25 days per calendar year plus Bank Holidays.
- Benefits:** Discount in the Globe shop and onsite restaurants/cafes; free entry to selected shows, events and activities, access to our free employee assistance programme via phone line and website; family friendly policies including enhanced maternity and shared parental leave pay; season ticket loans available; eye test scheme; flu vaccination scheme; cycle to work scheme; My Globe Perks rewards platform enhanced employer pension contributions after 12 months service.

This job description is not a contract but is provided for an employee's guidance on the way in which the duties of the post are to be carried out. The content of the job description may change from time to time and the employee will be consulted over any substantial changes.

As a term of employment you may be required to perform work not specifically mentioned above commensurate with the scope of your role within Shakespeare Globe Trust.