



JOB DESCRIPTION.

JOB TITLE	Graphic Designer
REPORTS TO	Senior Designer
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.

The Audiences Department includes the Marketing and Digital & Data 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 Digital Content team and a Social Media team. They work together to deliver shared audience and revenue targets for the whole organisation.

The Audiences department will help achieve objectives through:

- **Audiences** - understand and deliver relevant information to our current and potential audiences
- **Revenue** - increase and maximise income from all areas of the business
- **Acquisition** - set cross year audience targets for underrepresented audience groups
- **Retention** - increase loyalty and engagement
- **Brand** - the Globe is a place of radical excellence

PURPOSE OF JOB

We are looking for a mid-weight Graphic Designer to join the Audiences team at Shakespeare's Globe. Working under the direction of the Senior Designer, the successful candidate will create materials for a wide range of projects, collaborating with different departments across Shakespeare's Globe delivering assets across digital and print to engage audiences in our work. They will keep the different departments united effectively using the brand guidelines.

PRINCIPAL RESPONSIBILITIES

- Creating high quality design and artwork across digital and printed marketing materials, including (but not limited to) animations, HTML5, gifs, web assets,

posters, flyers, merchandise and large format graphics within the Shakespeare's Globe brand guidelines.

- To produce creative work that supports the Globe's ethos as a place of radical excellence.
- To support the design team in your collective role as brand guardian for the entire organisation.
- Efficiently manage your own time and workload, often working on multiple briefs at any one time.
- To process new briefs and assist the Senior Designer in maintaining the department's workflow system.
- Managing the production of your projects, communicating with suppliers and ensuring high quality, competitive quotes whilst monitoring proofs, progress and delivery.
- To display effective communication skills and develop strong relationships with your colleagues.
- Maintain an efficient archive of the Globe's marketing and promotional materials
- To support the Senior Designer on projects and presentations, as directed by them.

PERSON SPECIFICATION

- Experience as a mid-weight graphic designer demonstrating strong layout and typographic abilities.
- Strong understanding of the plurality of skills of an in-house designer
- A portfolio with examples of work across digital and print, expressing excellent creative and technical ability and confidence in setting up print ready artwork.
- In-depth knowledge of Adobe Creative Cloud software packages: Photoshop, InDesign, Illustrator, After Effects.
- A working knowledge of CC Animate and HTML5 banner ads would also be highly desirable (or if not, then a willingness to learn).
- Excellent organisation skills with experience of working in a fast-paced environment requiring you to work on concurrent projects.
- Strong communication and collaboration skills, with the ability to work with internal clients and external suppliers and stakeholders.
- Ability to proactively problem-solve and work under pressure.
- Good interpersonal skills – tact and diplomacy, an excellent negotiator.
- Organised with good administrative skills.
- A good team worker with the ability to develop and maintain good working relationships with colleagues, partners, and stakeholders.
- A professional approach with the ability to work on your own initiative in a systematic and pragmatic manner.
- Experience of creating engaging, high quality concept artwork for marketing purposes.
- A working knowledge of the arts and attractions sector is desirable but 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 (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: **£30,000 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; Littlebird exclusive discount; 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.