

Coventry City of Culture Trust
Graphic Designer
Reports to Head of Marketing

Role: Graphic Designer
Report to Head of Marketing

Salary : Up to £30,000 gross pa dependent on experience

Context

Coventry City of Culture Trust was set up in 2015 to bid to be UK City of Culture in 2021. Now that we have been successful in securing the prestigious title, we are recruiting the team ready to deliver an amazing build-up programme, an ambitious UK City of Culture year in 2021 and legacy.

We are a youthful, diverse, modern city which is re-imagining the role culture can play in bringing people together.

Coventry is a city of welcome, a city of activists and pioneers, a city of peace and reconciliation, a city of innovation and invention, a City of Culture.

The Trust is committed to a series of step changes including:

- Welcoming 2.5m additional visitors for 2021
- Making long-lasting, tangible social change in Coventry
- Enabling 80% of the city's residents to experience at least three events
- Increasing audience attendance from BAME communities by 20%
- Activating more than 16,000 volunteers and participants
- Transforming who holds the power to create and curate in the city
- Starting a wave of cultural investment across the region

Job Description

We are looking for a talented Graphic Designer to join our Marketing department.

You will work closely with the team and our Creative Agency, Uncommon, to produce engaging, visually striking and on-brand print and digital content that will connect with millions of audience members, visitors and participants.

The Role

- To deliver engaging design collateral including (but not limited to) brochures, leaflets, direct mail, digital assets and adverts of varying sizes
- To work to deadlines, following brand guidelines, industry design standards and accessibility guidelines
- To work closely with the Creative Agency, transforming concepts and ideas into tangible executions of the brand
- To manage multiple projects at once, allocating time effectively and keeping the marketing team updated on progress
- To create engaging presentations as needed for colleagues



- To ensure that the health and wellbeing of colleagues, partners and participants are always a key consideration of your work
- To work flexibly as a member of the Coventry 2021 team and contribute to delivering other elements of the team's work programme as required
- Actively engage with the organisation's vision and policies regarding equal opportunities and diversity, artistic ambition, participation and engagement, health and safety, evaluation and monitoring
- To be aware of, and undertake to comply with the Trust's GDPR, Health and Safety and Diversity and Equality Policies

Personal Specification

- Creative flair, originality and a strong visual sense
- To be a motivated self-starter with the ability to work autonomously and act on your own initiative
- Qualification, or equivalent experience, in a design or motion graphics-related subject
- Experience working within either an agency or in-house digital, design, print or production department
- Excellent knowledge of Adobe Creative Cloud, with an emphasis on InDesign, Illustrator, Photoshop and ideally After Effects
- Excellent typographic skills
- Familiarity with accessibility principles and guidelines
- Awareness of emerging design trends and technologies
- Excellent communication and written skills, with the confidence to present and explain ideas to colleagues and stakeholders
- The ability to multi-task and work to tight deadlines with accuracy and speed
- Strong digital and print process knowledge
- A personal and professional interest in Arts, Culture and Heritage and its place in Coventry
- Excellent organisational and time-management skills and the ability to prioritise a diverse workload
- Attributes of diplomacy, confidentiality, trust and respect for colleagues and partners
- To be based in, or be willing to move to within, commuting distance of Coventry

General

We are looking to build a team of people from a range of backgrounds and range of experiences. We can provide mentoring and training/support to less experienced candidates.

Training and talent development within the Trust team, and within the wider sector, is central to our approach. All postholders are expected to participate in our training and development activity, and to contributing time and expertise to supporting our training programmes on site and occasionally off site.

This list of responsibilities is not exhaustive and team members will be required to perform duties outside of this as operationally required.

Process

Please submit up to a 2-page letter addressing your interest and suitability for the post with reference to the personal specifications and at least three examples from your portfolio that you feel are most relevant to City of Culture. Please also submit an up to date CV addressing your interest and suitability for the post with reference to the personal specifications.

Coventry City of Culture Trust is committed to equal opportunities and will treat all applications fairly on the basis of written submissions, please include with your submission a copy of the completed equal opportunities monitoring form (downloadable from www.coventry2021.co.uk/jobs). Applications should be sent to recruitment@coventry2021.co.uk or

Jen Marscheider
Head of Marketing
Coventry City of Culture Trust
Herbert Art Gallery and Museum
Jordan Well
CV1 5QP

Timetable

Advertised – Thursday 22 August

Applications close – Monday 23 September

Interview date – Wednesday 2 October

Salary – Up to £30,000 gross pa dependent on experience

Terms and conditions

- This is a fixed term post until March 2022
- The post is working 39 hours (excluding 30 minute/1-hour lunch) per week Monday – Friday at hours to be agreed between 9am and 6pm with frequent evening work to see shows and events. Flexible working may be agreed
- The salary is paid monthly in arrears.
- If asked to work additional hours at the weekend, Time Off In Lieu will be given if approved in advance with the Line Manager
- Pension auto-enrolment is applicable and employer contributions are currently 3%. The Trust's appointed pension provider is NEST. Further details are available
- Holiday 33 days per annum including public holidays. Holiday must be taken at a time to suit all colleagues.
- Main place of work is the Trust's Office with frequent attendance at meetings offsite
- There is a probation period of three months during which time the notice period is one week; on confirmation of appointment the notice period is one month
- On appointment the successful candidate must be able to provide the correct documents as proof of their right to work in the UK
- The candidate's contract of employment with the Trust does not come into force until the first day of work

For more information about the Coventry 10-year Cultural Strategy visit www.covculture.com and for more information about Coventry UK City of Culture 2021 visit www.coventry2021.co.uk