



BAFTA

Job Description

Job Title:	Graphic Designer
Reports to:	Marketing & Communications Manager
Job Location:	You must be able to work in the London office 60% of your time
Start Date:	May 2024
Salary	£38,000 per annum
Contract Type:	Permanent Full time

Job purpose

We're looking for a Graphic Designer to work at the heart of the PR & Communications team to help drive positive sentiment towards BAFTA's brand and our Awards, events and talent initiatives.

You'll be a creative lead within the organisation, working closely with the Junior Graphic Designer and the PR & Communications team to deliver outstanding design work that engages our audiences and promotes our work as a leading UK arts charity and membership organisation for the film, games and television industries.

You will have hands-on involvement with BAFTA's masterbrand and suite of sub-brands, with responsibility for developing and progressing a compelling visual language across all our activity, from awards campaigns and fundraising events to year-round talent initiatives and annual reviews.

You will have oversight of BAFTA's 'brand world' and take a strategic approach to design; producing logos as well as guidelines and mood kits that help our partners and suppliers enhance the impact of our activities. Your work will align with and embody BAFTA's values of Togetherness, Positive Impact, Curiosity, Celebration and Strive for Better, to help achieve our mission.

You will work closely with BAFTA's marketing and digital content managers and across the wider team, as well as with stakeholders across the organisation.

As BAFTA's in-house Graphic Designer this role sits within the PR & Communications team, reporting to the Marketing & Communications Manager.

Key responsibilities and accountabilities:

- Amplifying BAFTA's brand through creative and engaging design
- Designing, artworking and coordinating production of BAFTA's internally-produced print and digital materials for its Awards and other events, including but not limited to presentations, tickets, official programmes and fundraising brochures.
- Developing, artworking and managing identities and guidelines for BAFTA brands, sub-brands and initiatives
- Line managing the Junior Graphic Designer

195 Piccadilly, London W1J 9LN
T +44 (0)20 7733 0022 E info@bafta.org
www.bafta.org

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- Designs, artworks and coordinates production of all of BAFTA's internally-produced print and digital materials, including but not limited to presentations, tickets, official programmes and fundraising brochures.
- Manage design projects for both internal and external use, at a variety of scales, from brief to delivery, integrating across multiple formats and contexts when necessary
- Liaises with internal staff and external suppliers to ensure projects are delivered to the correct specifications, on time and within budget (internal staff includes project managers, event producers, copywriters, website managers and the communications team; external suppliers include printers, paper merchants, editors, design studios and content providers)
- Ensure that all internally designed collateral is consistent with the BAFTA brand and style guides and adheres to BAFTA's standard of excellence
- Articulating and presenting creative ideas and treatments to internal teams.
- Working closely with the Marketing and Comms Managers to establish an annual creative concept for the Awards across Film, TV and Games, including the ceremonies in Scotland and Wales.
- Developing Awards design toolkits that can be shared with external stakeholders who produce artwork for the Awards, including stage, set and red carpet designers.
- Designing individual key art for each of BAFTA's four London Awards ceremonies to feature on the brochure covers, social media assets, marketing collateral, and event production assets including tickets, car passes, menus, guest signage and table plans
- Working closely with the Digital Content team to produce eye-catching social media assets for digital campaigns
- Designing the brochures for each of the four London Awards ceremonies.
- Overseeing the creative for the Awards in Scotland and Wales to ensure consistency with the annual creative concept.
- Other projects include designing BAFTA's Annual Review, brochures, tickets and invitations, advertising campaigns, signage, email marketing, web graphics and social media assets. Develops, artworks and manages identities and guidelines for BAFTA brands, sub-brands and initiatives as required.
- Develop and designing brand assets and logos within the BAFTA architecture with due consideration of the integrity of the BAFTA brand, including newly-sponsored awards and events.
- Ensures that, where necessary, sub-brand identities are distinct and tailored to the target audience, while maintaining a connection to the core BAFTA brand
- Monitor the brand usage of BAFTA's enterprises (BAFTA Media Technology, BAFTA 195 Piccadilly, BAFTA albert) to check consistency with the BAFTA brand.
- Overseeing external brand approvals process and approvals by partners, BAFTA nominees and winners, and approved third parties, working closely with Junior Graphic Designer
- Assists the communications team during awards ceremonies
- Consistently thinking about innovating and suggesting freshness to all aspects of design

Ideally you will have:

- A HND level in graphic design or another relevant subject.
- A few years' commercial experience of working in a B2B or B2C organisation
- Experience of having worked in an in-house design capacity would be advantageous.
- Experience in taking projects through from initial briefing to final artwork delivery, with ability to create accurate, print-ready artwork
- Creative experience across all media channels, including online and offline media.

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- Complete proficiency with software for graphic design, web/digital design and image manipulation (including Adobe Creative Cloud's Photoshop, InDesign, Illustrator)
- Expert knowledge of the Microsoft Office Products
- Knowledge of animation and motion design software (Adobe Flash and After Effects) desirable
- Ability to update websites using WordPress and basic coding – HTML5/CSS3 computer coding/programming skills, including HTML for email marketing
- Competent photographer with edit and re-touch skills and ability to film and edit footage
- Typesetting/typography skills
- A professional approach to time, costs and deadlines.
- Ability to work in a fast-paced environment whilst managing time and resource effectively to hit tight deadlines.

Ideally you will be:

- Constantly immersing and educating yourself to bring an understanding of the latest trends and their role within a commercial environment.
- Creative driven and have a strong work ethic
- Excellent attention to detail delivering high quality and accurate production
- Able to present your ideas and concepts to internal stakeholders and managing multiple stakeholder needs
- Passionate about the screen industries, Film, TV and games

What you will receive on top of your salary:

- Holiday - 29 days a year plus bank holidays
- Pension - 8% contributory pension
- Employee health cash-back plan
- Long-term sickness insurance
- Life assurance - four times your annual basic salary
- Employee Assistance Programme - 24/7 confidential access to expert services including counselling, wellbeing, and independent legal and financial advice
- Cycle 2 Work Scheme & season ticket loan
- Access to cinemas throughout the UK and to BAFTA events

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ABOUT BAFTA

BAFTA is a leading arts charity focused on championing creativity, opportunity and social change for all through the transformative power of film, games and television.

BAFTA's Purpose:

Enrich the cultural landscape. Level the playing field. Be progressive. Inspire and celebrate.

BAFTA's Mission:

We champion practitioners in film, games and television, regardless of background and life experience. We provide community for our members and strive for progressive industry and cultural practices. We recognise exceptional storytelling through our awards.

BAFTA's Vision:

People from all backgrounds will have opportunity to thrive in the screen industries, bringing rich, more diverse stories for us to celebrate.

DIVERSITY MONITORING

Our aim is for our staff to be a diverse mix of talented people who want to come and do their best work. BAFTA is committed to increasing diversity, and maintaining an inclusive workplace culture. We welcome applications from all qualified candidates regardless of their ethnicity, race, gender, religious beliefs, sexual orientation, age, marital status or whether or not they have a disability. Please take the time to fill out our [Diversity Monitoring Survey](#). All the information you provide will be anonymous and is not considered with your application.

APPLICATION PROCEDURE

Please apply [here](#) and include a cover letter which in no more than 500 words explains why you think you are suitable for this position, what skills you have to be successful in this role and, in particular, what experience/knowledge you have in graphic design.

We actively encourage all applicants to share with us how you might perform best throughout our recruitment process as such should you wish for us to adjust the process in order for you to shine please get in touch: recruitment@bafta.org.

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