

JOB DESCRIPTION

JOB TITLE:	Graphic Designer
DEPARTMENT:	Marketing
REPORTS TO:	Lead Designer
LOCATION:	Manchester, CFA HQ
DATE:	February 2017

Job purpose

Marketing sits within the heart of Manchester City Football Club and our purpose is to understand and engage with our fans. We are responsible for communicating the Club's content and products in a coherent and compelling way. The Graphic Designer will support the Lead Designer by responding to briefs from departments across the Club and generating highly visual creative design and graphics, both templated and bespoke.

The successful candidate will have an outstanding portfolio and be responsible for producing industry leading designs that deliver on the objectives of the brief but also express Manchester City Football Club's brand values and personality.

Design within the Marketing team is a fast-paced and dynamic area of the Club and therefore manage multiple projects concurrently, though need to remain flexible through multiple revisions while keeping a keen attention to detail.

Key responsibilities

- Create innovative, effective and high spec design solutions on brand, within brief and on time for both templated and non-templated graphics
- Receiving and interpreting design and creative briefs from a variety of different areas, each with their own challenges
- Propose design or creative concepts that satisfy and deliver on the briefs
- Produce creative design solutions, logos or concepts for a multitude of formats, including but not limited to print, marketing materials and web assets
- Understand Manchester City Football Clubs brand strategy and importance of delivering design solutions that are on brand, adhere to guidelines and translate our values
- Be a guardian of the Manchester City Football Club master brand and monitor all Club output for consistency and coherence
- Artwork designs for production where necessary

General responsibilities

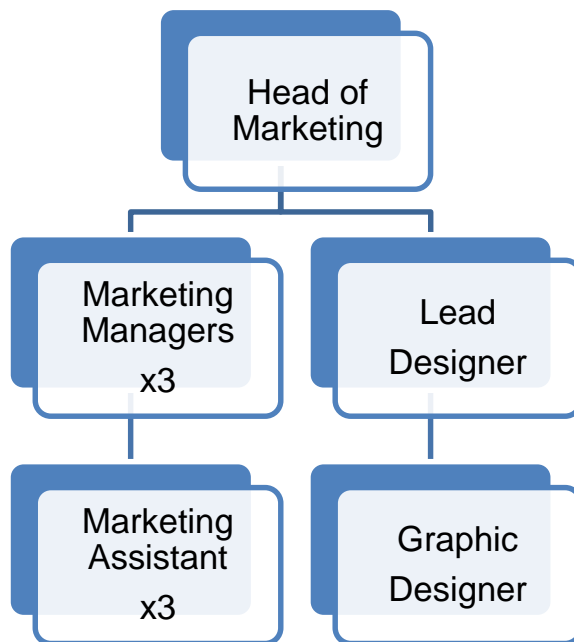
- Compliance with Club policies
 - Compliance with the Club's health and safety procedures
 - To undertake such other duties as may be reasonably expected
 - To maintain professional conduct at all times
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Key relationships

- Marketing
- Sales, Service and Operations

- Partnerships
- Digital Media
- Fan Relationship Management (FRM)
- External agencies and suppliers (in particular, creative agency and printing services)

Organisation chart



Person Specification

Job Title: Graphic Designer

Department/Location: Manchester

Knowledge

Essential

- Experience of working in a design role in a similar fast paced organisation

Desirable

- Knowledge of sport industry is an advantage

Technical/work-based skills

Essential

- An advanced user of relevant Mac hardware and software, including Adobe Creative Suite in particular InDesign, Photoshop and Illustrator.
- Experience of designing for print including press advertising, brochures and large format graphics, as well as web and digital assets including MPU, Skyscrapers, leaderboards and social icons
- A good knowledge of artwork and production techniques

General skills and attributes

Essential

- Accountability of seeing a project or job through from beginning to completion
- Exceptional attention to detail
- Ability to manage relationships, be an effective and highly motivated team player with a flexible approach and strong multi-tasking skills
- Ability to work collaboratively with a range of colleagues from different background and disciplines
- Excellent spelling and thorough attention to detail
- Good organisational skills demonstrating the ability to think ahead, prioritise, manage and deliver output to strict deadlines

Desirable

- We expect you to be strong conceptually and comfortable challenging conventions whilst able to make sound judgements in line with business need

Experience

Essential

- A minimum of 4 years' experience in a design capacity; agency or in-house
- High degree of literacy

Qualifications

Essential

- A degree qualification in graphic design or related subject matter