



Job description

Job Title:	Graphic Designer
Department:	Commercial
Reports to:	Commercial Director
Responsible for:	N/A
Location:	Cooper Associates County Ground
Contract:	Full time, permanent
Hours:	Minimum 40 hours per week
Salary	

Main Purpose of Job:

Key responsibilities and Tasks

- To create digital, print and motion graphics across Somerset County Cricket Club and the Cooper Associated County Ground.
- Provide creative thinking to ensure our design outputs remain relevant and at the forefront of the latest design trends.
- Support the growth of our audiences, both physical and digital, and increase brand equity across our portfolio.
- Deliver high-quality and provide creative thinking to deliver design artworks to briefs from internal departments.
- Ensure all work is delivered to the highest standard, adhering to brand guidelines and marketing objectives.
- Advise on the delivery of motion graphics to support marketing and content plans.
- Improve the frequency and quality of our brand communications.
- Be a brand guardian and involved in the development of our brands.
- Understand and liaise with external partners, including photographers, account managers and printers.
- Support the growth of the Club's domestic T20 Blast audience, ultimately contributing to an increase in matchday ticketing revenues.
- Improve awareness of the Club's domestic brands through defined increases in reach and engagement across the region.
- Grow engagement levels across the Club's digital platforms.
- Grow the Club's Membership base.
- Deliver on departmental objectives.
- Build sustainable internal and external relationships
- Make the Cooper Associates County Ground the go-to venue in the South-West for meetings and events

The role holder may be required to carry out additional tasks not specified in this job description which are within their level of ability.

Knowledge, skills and experience required:

Essential

- Graphic design degree or relevant/equivalent qualification
- Experience of working in a creative, fast-paced design role
- Highly skilled in the use of Adobe Creative Suite, Photoshop, InDesign and Illustrator
- Understanding of digital content development and delivery



- Understanding of finalising artwork of commercial printing including large format
- Ability to create work in various media for a broad range of audiences
- Understand of design objectives
- Planning and organisational skills
- Ability to work to deadlines
- Excellent relationship building skills
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Key attributes:

- Seeks and acts on constructive feedback
- Commitment, drive and energy
- Creative and open
- Willingness to learn and contribute to all areas of the business
- Positive attitude
- Enthusiastic, confident with the ability to present
- To be flexible for working hours and working some evening/weekends
- Team player

Key contacts:

Internal:

- Commercial Director
- Commercial Team
- All staff

External:

- Members
- Customers
- Sponsors/Partners
- Suppliers

Equal Opportunities and Inclusivity Statement

Somerset County Cricket Club endorses the principles of equality and equity and strives to ensure everyone involved with the Club has a genuine and equal opportunity to participate to the full extent of their own ambitions and abilities, to give of their best and be assured of an environment in which their rights, dignity and individual worth are respected.

The Club ensures all existing and potential employees receive equal consideration during the recruitment process and beyond, and is committed to the elimination of unlawful or unfair discrimination of any kind and in particular on the grounds of sex, race, disability, sexual orientation, marriage and civil partnership, gender reassignment, religion or belief, pregnancy and maternity, and age.

Prepared:

Date: Dec 2021