



JOB DESCRIPTION

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| Job Title: | Graphic Designer |
| Department: | Commercial |
| Reports to: | Lead Graphic Designer |
| Location: | Edgbaston Stadium, Birmingham |
| Contract type: | Permanent, Full Time |

Are you an enthusiastic and talented designer who wants to make an impact and support the delivery of all visual output at a professional sports club?

Warwickshire County Cricket Club is seeking a **Graphic Designer** to support the development of the Club's brand portfolio through quality visual interpretations of the Club's strategy.

Don't worry if you're not a cricket fan. Working closely with the Lead Graphic Designer, we're looking for someone to bring a fresh approach to our design output.

The successful candidate will provide creative design solutions for both print and digital output, working to brief, time and within brand guidelines.

Overall, you will be responsible for helping to deliver our vision of being the best cricket business in the world.

Job Purpose

1. To create digital, print and motion graphics across Edgbaston, Warwickshire CCC and Birmingham Bears, following brand guidelines.
2. Provide creative thinking to ensure our design outputs remain relevant and at the forefront of the latest design trends.
3. Support the growth of our audiences, both physical and digital, and increase brand equity across our portfolio.

Key Relationships

- Internal – Commercial and wider business
- Website Agency – Class Creative
- App Developers – Realife Tech
- England & Wales Cricket Board



Role Profile and Key Responsibilities

- 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 Edgbaston's brands.
- Understand and liaise with external partners, including photographers, account managers and printers.

Major Objectives

- 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.

Person specification

| Requirements | Essential | Desirable |
|--------------|---|--|
| Experience | <ul style="list-style-type: none"> • Graphic Design degree or relevant qualification. • Experience of working in a creative, fast-paced, design role. | <ul style="list-style-type: none"> • Experience and understanding of motion graphics. |
| Skills | <ul style="list-style-type: none"> • Highly skilled in the use of Adobe Creative Suite; Photoshop, InDesign, and Illustrator. • Understanding of digital content development and delivery. • Understanding of finalising artwork for commercial printing, including large format | <ul style="list-style-type: none"> • Knowledge of budgeting. • Understanding of sport and cricket. |





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| | <ul style="list-style-type: none"> • Ability to create work in various media for a broad range of audiences. • Ability to understand design objectives and take on constructive feedback. • Planning and organisational skills. • Ability to work to deadlines. • Excellent relationship building skills. | |
| Personal attributes | <ul style="list-style-type: none"> • Commitment, drive and energy. • Creative and open. • Willingness to (learn and) contribute to all areas of the business. • Positive attitude. • Evenings and weekend commitments – add value to the business. • Enthusiastic, confident with the ability to present. • To be flexible for working hours and working some weekends/evenings. • Team player. | |



How to Apply

Please send a cover letter and an up-to-date CV to commercial@edgbaston.com.

Closing date for applicants is Friday 26 November, 2021.

All candidates are encouraged to complete the Equal Opportunities Monitoring Form when applying. This will assist in monitoring selection decisions to assess whether equality of opportunity is being achieved, however, the provision of this data is entirely optional.

Any information collated will be treated as strictly confidential and will not be used in the short-listing process.

Equal Opportunities in Employment Policy Statement

Warwickshire County Cricket Club will ensure that all existing and potential employees receive equal consideration and is committed to the elimination of unlawful or unfair discrimination on the grounds of gender, race, disability, colour, ethnic and national origin, nationality, sexuality, marital status, responsibility for dependants, religion, trade union activity and age (up to 65).

It is the intention of Warwickshire County Cricket Club that its work force, at all levels, should reflect the composition of the City's population. To achieve this Warwickshire County Cricket Club will take active and positive steps to eliminate discrimination, reduce the effects of past discrimination and to promote equality in employment.