



THE TANK MUSEUM

## Graphic Designer

### Role Description

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**The Tank Museum brings the story of tanks and their crews to life, with the world's best collection of tanks in modern, awe-inspiring exhibitions.**

The museum houses some 300 tanks, which represent moments in every major conflict since the First World War.

Our moving exhibitions tell the story of this British invention; from the mud of the Somme to the beaches of Normandy and the deserts of Iraq – featuring powerful stories from the soldiers that fought in them.

Over 200,000 people visit Dorset's largest indoor attraction each year, with the annual TANKFEST event drawing visitors from around the world.

The collections of this Accredited and Nationally Styled Museum (which include weapons, uniforms, memorabilia, documents, personal papers, images, and books - alongside the vehicles themselves) are Designated as being of outstanding national importance.

Additionally, The Tank Museum's Archive and Library is a recognised place of deposit for the National Archive.

Over the past decade, the museum has transformed itself into a leading 21st century military museum and first-class visitor attraction, capitalising on its online reach to develop a supporter base across the globe.

The Tank Museum was founded in 1923 as a teaching resource for the Tank Corps. They had made their home in Bovington during the First World War, and it was here that many of the first tank crews were trained.

Bovington remains home to The Royal Armoured Corps - and The Tank Museum is an independent registered charity which is the museum of both the Royal Armoured Corps and the Royal Tank Regiment.

#### Our Values

The values of The Tank Museum underpin the work of our team. Whilst there are a great variety of roles, specialisms and professions across the organisation, we all share a common approach in our mission to tell the story of the tank and the people that serve in them.

- **We are PASSIONATE.** We are authoritative and driven and we display this daily with our enthusiastic and rigorous approach to work.
- **We are AMBITIOUS.** Driven by an aspiration to be the best, we strive to be better. We channel our creativity and competitiveness to make us innovative, forward thinking and flexible to challenges.

- **We CARE.** We work hard because we believe in the cause of the organisation. We are welcoming and friendly to all our visitors. We are inclusive, fair and considerate of each other, showing great respect for our collections and for the stories we tell.
- **We display INTEGRITY.** We are knowledgeable about our subject and professional in the way in which we conduct our business. We act responsibly and embrace responsibility. Our ethical grounding guides us to do the right thing by our audiences, our supporters, our collections and by each other.

## **Marketing & Media Department**

As the in-house Graphic Designer for The Tank Museum, you'll be designing traditional and digital marketing materials, products, and on-site graphics for a range of audiences – tank enthusiasts, families, and potential weddings – and following each project from initial brainstorming to the finished product.

The Graphic Designer is part of the Marketing Team, responsible for generating visitors, promoting The Tank Museum's brand through a range of promotional channels, and telling the story of tanks and the people who served in them to the widest possible audience through online content. You'll also work with colleagues across the whole Museum – no two days will be the same.

This role is perfect for someone who loves to be busy and flex their creative muscles in a fast-paced, friendly workplace. It is your job to ensure everything that is designed to be put online, printed, or published looks great – from designing creatives for outdoor festivals and boards for exhibitions, to digital adverts and artwork for hoodies.

## Role Profile

<b>Role Title</b>	Graphic Designer
<b>Department</b>	Marketing
<b>Key Relationships</b>	Marketing & Communications Manager, Media Production Manager, Exhibitions Manager, Visitor Experience General Manager.
<b>Overall Role Purpose</b>	You will work with every department in the Museum and the responsibilities will be very broad and diverse – ranging from digital to print, animation and exhibition design, and e-commerce products. Your work will be seen by 200,000+ annual Tank Museum visitors and our massive online audience.
<b>Key Accountabilities</b>	<ul style="list-style-type: none"> <li>• To generate creative ideas and develop original design concepts for The Tank Museum.</li> <li>• To provide high standard creative input and expertise in support of promotional campaigns for The Tank Museums range of events, services, and departments.</li> <li>• Create animations to support The Tank Museum’s online content.</li> <li>• Devise and agree schedules and deadlines for the completion of graphic design jobs.</li> <li>• To work creatively within brand guidelines and ensure that all materials in use by the organisation and third parties meet brand specifications.</li> <li>• To track timings and resource usage of jobs and to ensure all completed work is archived and indexed.</li> <li>• To liaise with suppliers, including printers, to ensure The Tank Museum receives best value for money when purchasing print, signage, installations, and consumables.</li> <li>• Oversee any out-sourced graphic design work.</li> </ul>
	The duties and responsibilities in this job are not restrictive and the post holder may be required to on occasion undertake other duties. This will not substantially change the nature of the post.

## Person Specification

	Essential	Desirable
<b>Qualifications</b>		<ul style="list-style-type: none"> <li>• Graphic design qualification.</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• An excellent portfolio of work highlighting your graphic and digital experience and flexibility across different media of design.</li> <li>• Proven record of design experience, including advertising.</li> <li>• Experience of working with suppliers to source print and graphic installations.</li> <li>• Experience of digital photography.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of managing print generating briefs, sourcing, and proofing.</li> <li>• Experience of creating HTML5 animated adverts.</li> </ul>
<b>Knowledge &amp; Skills</b>	<ul style="list-style-type: none"> <li>• Proficient in Adobe Creative Suite with an understanding of advertising, digital and print design.</li> <li>• Skilled in animation and After Effects.</li> </ul>	
<b>Personal aptitude &amp; skills</b>	<ul style="list-style-type: none"> <li>• Creative flair.</li> <li>• Attention to detail.</li> <li>• Excellent interpersonal, time management, and communication skills.</li> <li>• Ability to perform consistently and reliably under pressure.</li> </ul>	
<b>Disposition</b>	<ul style="list-style-type: none"> <li>• A positive and can -do attitude.</li> <li>• A collaborative and strong team player.</li> </ul>	
<b>Other requirements</b>	<ul style="list-style-type: none"> <li>• Ability to support evening and weekend events when required.</li> </ul>	