



THE TANK MUSEUM

Graphic Designer

Role Description

The Tank Museum was founded in 1923 as a teaching resource for engineers and soldiers of the Tank Corps. Over recent years, the Museum has dramatically transformed from a training aid for the Army to a 21st century Museum aspiring towards access and excellence for all.

Based at Bovington Camp, the home of the tank, the Museum boasts the most comprehensive collection of armoured fighting vehicles in the world. In addition, the Museum has a very strong supporting collection of medals, photographs, film, sound recordings, fine art, books, weapons, models and memorabilia. Current displays tell the story of the tank from its inception in 1915 to the recent war in Afghanistan. The entire collection has Designated Status. In 2018 The Museum became part of Arts Council England's National Portfolio.

Marketing

As part of The Tank Museum's Marketing Department, The Graphic Designer will work under the supervision of the Media Production Manager on a range of media production projects, supporting the work and objectives of The Tank Museum.

The primary function of this post will be graphic design – but you will also be required to assist in other media production activities. The postholder will also support the Media Production Manager in the overall management and smooth running of the department.

The Graphic Designer is a crucial part of the team; responsible for transforming an idea, a brief or a proposal into eye catching creative work – and seeing the process through to publication and/or delivery. It is your job to make sure anything that is designed, printed or published looks great.

You will have a passion for contemporary user-friendly design and for advertising in particular. You'll be a creative art-worker, an expert user of the Adobe Creative Cloud suite software packages, and familiar with the principles of design for on line, on screen and off-line applications.

You will be responsible for art-working for digital and print; adverts, leaflets, newsletters, exhibition materials and orientation signage. You'll be asked to contribute motion graphics for video production projects. Working with suppliers, you will make sure that The Tank Museum gets the best value when purchasing print, signage and graphic installations. You'll also be generating designs for products (such as t-shirts and other merch) that will be sold through the museum's retail outlets.

Experience, expertise and proficiency in these areas, along with strong organisation and excellent communications skills are essential.

Role Profile

Role Title	Graphic Designer
Department	Marketing
Key Relationships	Media Production Manager, the wider marketing team and clients across the organisation.
Overall Role Purpose	<ul style="list-style-type: none"> • To provide creative graphic and technical support to The Tank Museum Media Production Team in the Graphic Design function. • Support the Media Production Manager in the overall management and smooth running of the Media department.
Key Accountabilities	<ul style="list-style-type: none"> • To generate creative ideas and develop original design concepts for The Tank Museum. • To provide high standard creative input and expertise in support of promotional campaigns for The Tank Museums range of events, services and departments. • Devise and agree schedules and deadlines for the completion of graphic design jobs. • To work creatively within a set of brand guidelines, and ensure that all materials in use by the organisation and third parties meet brand specifications. • To track resource usage of jobs and to ensure all completed work is archived and indexed. • To liaise with suppliers, including printers and freelancers, to ensure The Tank Museum receives best value for money when purchasing print, signage, installations and consumables. • Oversee and ensure graphics equipment (printers, laminators, etc.) are in good working order and stocked for use. • Supervise and oversee the work of any junior Media Production staff when required.
	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
Qualifications	<ul style="list-style-type: none"> • Graphic Design Qualification(s). 	
Experience	<ul style="list-style-type: none"> • Proven record of design experience particularly in the field of advertising • Experience of working with suppliers to source print and graphic installations and freelancers. 	<ul style="list-style-type: none"> • Experience of managing print generating briefs, sourcing and proofing • Experience of digital photography. • Video editing
Knowledge & Skills	<ul style="list-style-type: none"> • First rate competency with Adobe Creative Cloud and associated packages 	<ul style="list-style-type: none"> • Knowledge of coding, particularly working with HTML
Personal Aptitude	<ul style="list-style-type: none"> • Faultless attention to detail • Creative Flair • Problem solving skills • The ability to work successfully with internal and external customers • Ability to work to tight deadlines • Well organised 	
Disposition	<ul style="list-style-type: none"> • Enthusiastic • Positive and committed • Good humoured 	
Other requirements	<ul style="list-style-type: none"> • Ability to support evening and weekend events when required 	