



Direct Tel: 0161 876 2086

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PRIVATE & CONFIDENTIAL

Dear Sir/Madam,

APPOINTMENT OF GRAPHIC DESIGNER

Thank you for your interest in the above post. Please find enclosed the job description and personal specification for Graphic Designer.

To apply for this position, please complete the application form. Under the Additional Information section please describe how you will apply your knowledge, experience, skills and qualities to fulfil the main duties and responsibilities of the post within a high profile visual and performing arts facility.

The application deadline for this position is **Wednesday 30 May 2018 at 10.00am**. Please email this to recruitment@thelowry.com or post to Human Resources, The Lowry, Pier 8, Salford Quays, M50 3AZ.

Thank you again for your interest in The Lowry.

Yours faithfully,

Kay Sutton

Human Resources Advisor



JOB DESCRIPTION

Post Title : Graphic Designer

Department : Marketing

Reports to : Head of Marketing

JOB PURPOSE

Produce high quality, creative graphic design material for use in Lowry publications and other promotional resources.

MAIN DUTIES AND RESPONSIBILITIES

- Provide graphic design and artworking services to The Lowry that are both innovative and practical and efficient.
- Use up to date creative design software (Adobe Creative Suite) to produce Lowry print and publications in line with the organisation's brand guidelines and within the budgets and time available.
- Liaise with external companies, printers and agencies on other projects, as directed by the Head of Marketing.
- Ensure that all The Lowry's brand and style guidelines are adhered to across all departments within the organisation.

- Liaise with printers to ensure quality and efficiency of all Lowry print projects, and assess technical capabilities of printers to achieve specified targets.
- Manage design provision and sub-brands for other departments throughout the organisation, including galleries, learning and engagement, corporate, development and hospitality.
- Manage The Lowry's image bank and liaise with freelance photographers to ensure that the bank is up to date and representative of the needs of the Marketing department and the wider organisation.
- Work with the Marketing Executives to create coherent design for specific events in the theatres and galleries.
- Work with external design agencies on large scale creative projects.
- Keep up to date with developments in graphic design technology.
- Play a role within other creative projects where appropriate, including digital design, photography and video.
- Provide design advice to The Lowry's creative partners and others who are using The Lowry brand.
- Provide general support and assistance on all aspects of marketing within the marketing department as required by the Head of Marketing and Director of Marketing and Communications.
- Promote and comply with legislation and The Lowry's policies on equal opportunities and health and safety both in the delivery of services and the treatment of others.
- Identify and undertake training and development as required in order to meet personal and business needs.
- Undertake any other reasonable duties, commensurate with the level of the post so as to ensure the smooth running of The Lowry.

REVIEW ARRANGEMENTS

This job information cannot be all encompassing. It is inevitable over time that the emphasis of the job will change without changing the general character of the job or the level of duties and responsibilities entailed. This information may be periodically reviewed, revised and updated in consultation with the post holder to reflect appropriate changes.

CRITERIA	ESSENTIAL	DESIRABLE
SKILLS / ABILITIES	<p>Attention to detail</p> <p>Creative flair</p> <p>Strong time management and the ability to run a range of projects at the same time</p> <p>Strong interpersonal skills</p> <p>Ability to follow a structured design brief</p>	<p>Copywriting and proof-reading skills</p>
KNOWLEDGE	<p>Managing print projects, especially large brochure projects</p> <p>Understanding of modern trends in graphic design</p> <p>Print and design strategies for organisations in the arts sector</p>	<p>Video editing</p> <p>Photography</p> <p>Web design</p>
QUALIFICATIONS, TRAINING AND EDUCATION		<p>Degree-level qualification in design (or equivalent)</p>
EXPERIENCE	<p>Experience of working with industry standard software, including Adobe Creative Suite -</p>	<p>Experience in Adobe After Effects</p>

	<p>Photoshop, Illustrator, and InDesign</p> <p>Experience of managing brands and working to brand guidelines</p> <p>Working with printers on a range of print projects and preparing documents for print production</p> <p>Managing multiple design projects at the same time</p>	<p>Working with video editing software</p> <p>Photography</p> <p>Working within the arts, especially theatre and/or visual arts</p>
<p>OTHER REQUIREMENTS</p>	<p>A flexible and adaptable approach to working hours</p>	