



Job Title:	Partnerships Graphic Designer
Department:	Brand & Promotions
Reporting:	Head of Brand & Promotions
Location:	27GWR
Salary:	Competitive

Background

Brentford Football Club is a Premier League football club based in the London Borough of Hounslow. The Club was founded in 1889 and has been through a period of great change in the past year. Brentford moved to a new, 17,250-seater stadium with outstanding facilities for fans, broadcasters, corporate guests, and the community in the summer of 2020, having previously played at their historic Griffin Park home for 116 years.

At the end of the first season in the new stadium, Brentford won promotion to the Premier League. The Club's first season in the top flight of English football since 1947 will start in August 2021. Promotion and a move to a new stadium are parts of a longer-term vision that aims to see Brentford FC sustain top level football on the field and ensure that the Club is sustainably run off the field.

Situated next to the M4, the new Brentford Stadium is at the centre of the Brentford East redevelopment scheme, which includes the construction of more than 900 new homes, a new purpose-built location for Brentford FC Community Sports Trust, and a public square with shops and cafés. Brentford FC plays a very active role in its local community.

The Club is a four-time winner of the EFL Community Club of the Year Award and is the only professional football club in the UK with a Business in the Community and Community Mark Award. In total, Brentford FC Community Sports Trust delivers more than £13 million of social benefit to the West London area.

The Role of the Partnerships Graphic Designer

Brentford FC is offering an exciting opportunity to be part of the Club's Marketing Services team at an ambitious Premier League club. Reporting to the Head of Brand & Promotions, the Club is seeking a Graphic Designer to complement the skills within the business and increase the quality of our output reducing the need to use third party agencies.

The successful candidate will part of a graphic design team and will have a vital role in showcasing Brentford's brand identity across fan-facing and commercial marketing materials, as well as the Club's digital outlets.

The role will suit someone with experience of creating digital, print and social media assets, in addition to creating dynamic sales presentations and will involve working to short deadlines. The candidate will have technical knowledge of Adobe Creative



Cloud, with expertise in Photoshop and ideally Illustrator and InDesign. The ability to apply motion graphics and animations and experience within sport will also be advantageous.

Main Accountabilities

- To produce editorial and commercial assets for both online and off-line materials
- To design commercial assets across a broad range of channel applications keeping true to the brand and the campaign and promotions concepts including online banners, leaflets, screen adverts, animated GIFs and HTML5 assets
- To assist in the production of graphics for the Club's online channels. This will include creating bespoke assets from scratch to demonstrate the goals and values of Brentford FC and amending imagery where appropriate to entertain supporters.
- To lead the production and upkeep of Partnership sales presentations and collateral
- To develop design solutions for non-campaign collateral including: social media graphics, website images, programme pages, video animations, stationary, signage & venue branding, event displays, newsletters...
- To ensure all executions are consistent & conform to brand guidelines

General Club Accountabilities

- To ensure compliance with all relevant Club policies, including health and safety policies and with specific reference to the data regulations (GDPR and PECR)
- To ensure compliance with all Club and regulatory requirements related to safeguarding, and to ensure the Club's safeguarding processes are followed in the event of any safeguarding concerns.
- To ensure compliance with all relevant legal, regulatory, ethical and social requirements
- To build and maintain good working relationships both internally and externally, maintaining a professional image at all times when representing Brentford FC
- To keep confidential any information gained regarding the Club and its personnel
- To maintain a flexible approach to work at all times

Key Internal Relationships

- Brand & Promotions
- Commercial
- Communications
- Football Department
- Business Operations



Person Specification - Essential Personal Characteristics

- Educated to at least A-Level or equivalent with a minimum of a grade B at English language GCSE or equivalent
- Qualification in Graphic Design or Adobe Suite or the equivalent work experience (1+ years' experience minimum)
- Excellence in Adobe Suite. High levels of skill with Photoshop mandatory, InDesign and Illustrator skills desirable but not essential
- The ability to work as part of a team but also alone on projects when needed
- Excellent communication skills, able to influence key stakeholders
- An excellent attention to detail. Proofreading experience desired but not essential
- The ability to adapt styles, within style guidelines, to adapt designs to cater for different audiences (eg commercial and social media audiences)
- Competent in IT with knowledge in Word, Excel and Outlook as a minimum
- Knowledge and use of a wide range of social media and how graphics can be used to engage and grow an audience
- Some knowledge of football's visual culture

Person Specification - Desirable Characteristics

- Full driving licence with own car
- Knowledge and experience of working with motion graphics (Premiere Pro and After Effects)
- Experience of shooting still and moving pictures across a range of devices would be an advantage
- Preparedness for working long and unsociable hours, particularly weekends, Christmas and other Bank Holidays

To apply

Please submit your CV and Portfolio of work to the link below by 11th August 2021:

<https://hr.breathehr.com/v/partnership-graphic-designer-17374>

Please note: Only those candidates selected for interview will be contacted and only those candidates who meet the essential criteria for the role will be considered.

Please ensure you submit your documents correctly, applications with no attachments will not be considered.