



Role Profile

Middle-Weight Graphic Designer

Role Reports To: Lead Designer

Role Purpose: Assist with the delivery of high-quality creative across all Club departments, working with both print and digital. Interpreting creative briefs, taking projects from initial briefing through to completion and ensuring all artwork created is consistent and complies with Club brand guidelines.

Main Responsibilities and Accountability:

- Manage multiple projects from initial stages to completion, for both print and digital
- Lead on ideation and help to brainstorm ideas with the team
- Campaign artwork roll out
- Update and amend existing artwork
- Supply print-ready artwork in the correct format to agreed timings and deadlines
- To ensure all artwork is consistent and relevant for the target audience and complies with Club brand guidelines, highlighting discrepancies and correcting where necessary
- Co-ordinating the relevant internal approvals for designs and keeping relevant records
- Good understanding of print production and the ability to advise on best specification for printed collateral
- To be aware of our Brand Values and consistently ensure that your actions and the work produced are in line and to champion those values at all times.
- To be aware of our Company Policies and Procedures which may be updated from time to time; to ensure that your actions and behaviour are consistent with and champion the requirements of those policies and procedures at all time
- To work with the other Designers in creating and implementing best practices in artwork supply, effective file location, back-up and archive
- Ensuring that all designs are kept confidential if necessary

Key Skills & Experience

- Educated to Design related degree level or equivalent
- Proven experience working as a Middle-Weight Designer
- Excellent practical knowledge of Adobe Design related software: InDesign, Photoshop, Illustrator
- Good knowledge of the print process
- Highly motivated with strong organisational and problem-solving skills
- Excellent communication skills, able to articulate ideas and confidently explain creative concepts to a non-creative audience
- Can demonstrate confidence and resilience to overcome obstacles to deliver what is required
- The ability to work under pressure in a fast-paced environment
- Experience of Motion Graphics desirable
- Passionate about Design
- An interest in football or sport desirable

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