



Job Description

Title of Position: Multimedia Designer

Department: Marketing and Communications

Responsible to: Head of Marketing and Communications

Salary: £26,000 p.a.

Background:

Winchester Cathedral has been at the heart of a vibrant community for nearly 1000 years. Today, the Cathedral welcomes more than 300,000 visitors and pilgrims each year, who come to share in our daily worship and hear our world-class choir, to enjoy the wonderful setting, stunning architecture, priceless treasures and to attend our extensive programme of events.

Winchester Cathedral is called to renew, inspire and unite people in faith, hope and love.

The role:

Winchester Cathedral is searching for a professional multimedia creative to play a pivotal role within its Marketing and Communications Department.

Set in the heart of historic Winchester, the Cathedral has a vibrant community, is a place of worship and a major heritage attraction. In this role, you will use your creative skills to enhance the Cathedral's visual identity and engagement across a wide array of media from video and web to posters and corporate documents. You will produce creative designed to engage and convert, across multiple channels, from creative assets for social media to large scale omnichannel campaigns.

As part of a small, agile Marketing and Communications team, you'll be working across a wide range of interesting projects for which your experience in design, video and creative will be essential. If you have an interest in the Cathedral and want to be a key part of driving our success, then we look forward to hearing from you.

MAIN RESPONSIBILITIES

- **Digital Design:** Creating digital marketing design assets or design for channels such as social media, digital advertising banners, ebooks, infographics, webpages, landing pages, emails/e-newsletters, ensuring optimisation for each platform.
- **Graphic Design and Print:** Designing and creating artwork for an array of print from leaflets and brochures to large format posters and banners. Managing the print process with external printers and selecting appropriate format and stock.
- **Video and photography:** Editing video and images. Capturing video and photography as well as supporting and training colleagues to create their own content. Coordinating and working with external commissioned photographers, videographers and drone operators.
- **Organisation:** Ensuring all video and design files are backed up and archived appropriately.
- **Internal guidelines and support:** Creating internal templates and guidelines for use of the Winchester Cathedral brand, offering guidance to ensure the best outcome while ensuring brand consistency.
- **Communications:** Work in collaboration with colleagues and liaise with external suppliers such as web agencies and printers.

EXPERIENCE/KNOWLEDGE

- Evidence of delivering imaginative and creative multimedia design, including motion graphics for digital media, taking responsibility for each project from brief to completion (E)
- Degree or relevant qualification in graphic design, visual communications, video production, multimedia design or related discipline, or equivalent industry experience (E)
- Experience of designing and creating assets for different channels including social media platforms and streaming channels (E)
- Knowledge and interest in video and photo equipment, videography, video editing, photography (E)
- Empathy for the vision, mission and values of Winchester Cathedral (E)
- A knowledge of copyright and Data Protection legislation (D)
- Three years + experience in a professional marketing environment (D)
- Knowledge and interest in UI / UX and ability to design user- friendly interfaces for various digital screens (D)
- Experience working in the tourism and heritage sector (D)
- Experience working with content management systems such as WordPress (D)

E - Essential D- Desired

SKILLS

- Highly proficient in Adobe Creative Cloud or equivalents such as Sketch, Figma, Final Cut Pro etc. (E)
- Meticulous on layout, typography, font styles and grammar (E)
- Ability to design according to current trends (E)
- Able to creatively tell a story and translate complex concepts into easy-to-understand engaging graphic assets (E)
- Self-motivating with an ability to meet deadlines, multi-task and work under pressure (E)
- Excellent time management and organisational skills with the ability to work independently and collaboratively (E)
- Excellent interpersonal skills and an ability to communicate with a variety of stakeholders at all levels (E)

E - Essential D- Desired

How to apply:

To apply please send a covering letter, CV and relevant creative examples of your work to: recruitment@winchester-cathedral.org.uk

Closing date for applications: Midnight, Sunday 18 July 2021