

## JOB DESCRIPTION



<b>Job Title</b>	Senior Graphic Designer	<b>Duration</b>	Permanent
<b>Division</b>	Design, Estates and Public Programme	<b>Hours/FTE</b>	36 hours per week / Full Time
<b>Dept</b>	Design	<b>Salary</b>	£35,039 - £39,250 per annum
<b>Reports to</b>	Head of Design	<b>Direct Reports</b>	Designer-Artworker, Jnr Graphic Designers

### Context

The V&A is the world's leading museum of art, design, and performance. It is home to over 5,000 years of human creativity, with world-class displays, exhibitions, and events, and welcomes around 4 million visitors every year.

The V&A's Design studio champions the very highest quality design, ensuring the museum maintains excellence. The team is dynamic, collaborative, and hands-on, working with curators, colleagues and collaborators to create an outstanding experience for local and international audiences. With projects large and small, it is a fast-paced studio, working iteratively to conceive and develop design solutions for everything from major exhibitions and integrated marketing campaigns to temporary collection displays and children's activity packs.

### Main Purpose of job

To create high-quality graphic design for the Museum in order to support the success of the Museum's public programme, activities and goals across all V&A venues.

### Key Responsibilities

**Design strategy** - Develops and stretches design ideas, thinking and strategy – undertakes design research, analysis and synthesis. The Senior Graphic Designer regularly takes the lead in developing design identity for new projects and plays a central role in establishing the studio's design ambitions.

**Design Projects** - Lead on the design and delivery of imaginative and effective graphic design for temporary exhibitions, marketing campaigns, design identities, permanent galleries, museum spaces and a range of other graphic and print assets. Collaborate with stakeholders from Marketing, Collections, Projects & Estate, Learning & Interpretation, Development, Visitor Experience, and other departments to develop design work and ensure projects achieve ambition and are delivered on schedule and within budget

**Aesthetic and Technical** – Upholds high design standards and produces beautiful, effective, and inclusive graphic design. Ensures technical excellence across all elements of design from typesetting to post-production, material selection and print quality to 3D spatial integration.

**Project team leadership** – defines the approach on projects, jointly develops design timetables, solicits ideas from the team, contributes advice, convenes design crits on projects and encourages quality and improvement within the team. Allocates work within teams including liaison with the print production team to use the typesetting and production skills of this team where possible.

**Brand** - Act as a custodian of the V&A's design identity and drive its creative use to articulate and express the character while ensuring coherence across all museum venues and activities. Upholds high design standards and ensures technical excellence across all elements of design from typesetting and post-production to



sustainable approaches, material selection and print quality and 3D spatial integration.
<b>Design coordination</b> – proactively collaborates with design colleagues across all teams including digital, retail, product and publishing to encourage design coherence across multiple touch-points.
<b>Art direction and commissioning</b> – provides art direction on creative commissions across illustration, photography, animation, film, print-making and other assets within projects. Overall develops and maintains relationships with a range of creative collaborators on behalf of the museum.
<b>Client and Stakeholder Collaboration</b> - Effectively communicates design ideas and is able to clearly articulated ideas visually and verbally. Works closely with colleagues and collaborators such as curators, artists, lenders, Projects & Estate, Learning & Interpretation, Development, Visitor Experience and other departments, to develop design work and ensure projects achieve ambition and are delivered on schedule and within budget.
<b>Design Methodology and Practice</b> – Evolves our design approach with a balance of imaginative, thoughtful, experimental, and rigorous processes to ensure design concepts are executed to the highest standards. Keeps on top of developments in graphic design and identifies their relevance to the V&A. Maintains a network of contacts within the industry to support continued relevance of V&A design.
<b>Professional Skill and Knowledge</b> - Keeps on top of developments in graphic design and identifies their relevance to the V&A. Maintains a network of contacts within the industry, contributes to the team archive with research, precedents, and work for each project.
<b>Communication</b> - Promotes the studio’s work through internal and external communication, speaking engagements and writing.
<b>Print Production</b> - To manage the graphic production process for each project, to work closely with external printers, manufacturers, suppliers, the V&A in-house print production, adapt and pro-actively evolve design proposals to meet project requirements for quality, reliability and cost.
<b>Ensure Value</b> - Investigates costs, works to budget and on larger projects work with 3D design lead and cost consultant/QS to deliver best value. To provide indicative costs, as and when required, for budgeting purposes.
<p><b>General Responsibilities</b></p> <p>Contributes to continuous improvement of studio systems and resources and actively contribute to the museum’s ambitions for sustainability and inclusion in design.</p> <p>Work to agreed project schedules with the Head of Design and Studio Manager</p> <p>Maintains all records and files relating to the design work for each project. Ensure files are kept up to date.</p> <p>Promote equality and diversity in all aspects of your work by developing and maintaining positive working relationships, ensuring that colleagues are treated fairly and with respect/dignity and actively contributing to developments that support the museum’s strategy for widening access, inclusion and diversity.</p>

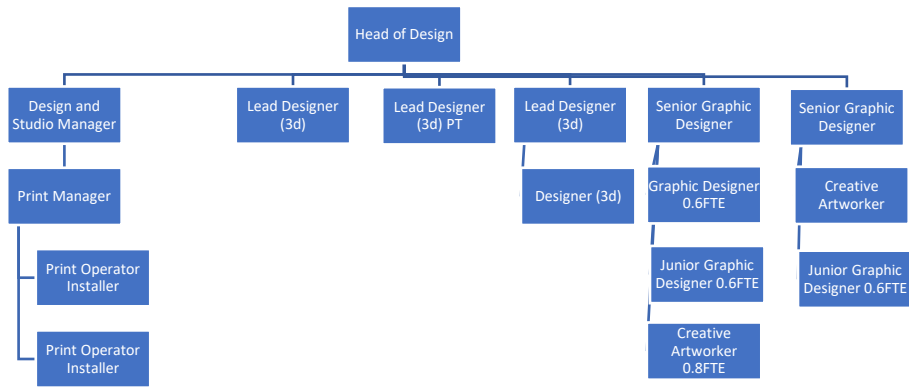
*The above job description is intended to be an outline of the duties and responsibilities for this role. This is not exhaustive, and it is likely to change over time. You may be expected to undertake other duties that are commensurate with this role*



## PERSON SPECIFICATION

Job Specific	Extensive experience working in a design studio or creative agency.
	Strong conceptual skills with a proven creative approach, a keen eye for typography and demonstrable ability to take concepts through to final execution, solving practical constraints and addressing stakeholder needs.
	Experience designing for communication and marketing as well as ideally spatial, display or environmental graphics. Demonstrable capability to develop designs that work holistically across physical and digital.
	Skill in the use of visual mock-ups and print sampling/testing to develop design ideas and execution in collaboration with printers.
	Strong knowledge and understanding of printing and graphic production processes as well as digital production. Skill in the use of visualisation, materials research, sampling, testing, modelmaking and prototyping to develop design ideas and execution in collaboration with printers, contractors, and fabricators.
	Demonstrates strong knowledge and understanding of printing and graphic production processes as well as digital production.
	Good communication skills with the ability to clearly articulate design concepts and elements, collaborating with peers and clients
	Mastery of Adobe CS suite. Advanced user of InDesign, Photoshop and Illustrator, AE and Premiere skills beneficial.
Core Skills	Excellent standard of written English and highly numerate with the ability to carry out complex numerical analysis
	Experience of communicating clearly, with the ability to adapt your communication style for different groups
	Experience of using MS Office and other relevant IT systems to an intermediate / advanced level
	Significant experience of managing and prioritising a high workload and multiple complex issues and tasks in a changing environment with tight deadlines
Behaviours	<ul style="list-style-type: none"> <li>• <b>Respects</b> others' expertise, time, perspectives and contribution.</li> <li>• <b>Takes responsibility</b> for delivering on actions, achieving high-standards and learning from mistakes</li> <li>• <b>Open to change</b>, new ideas and suggestions; looks for opportunities for improvement and self-development</li> <li>• <b>Works with others</b> outside their own department in a collaborative, understanding, and engaging way.</li> </ul>
Desirable	<ul style="list-style-type: none"> <li>• Experience of working on design for marketing both brand and campaign work.</li> <li>• Experience of design and production for environmental/display graphics and collaborating with 3D designers.</li> <li>• Experience in a museum environment and understands best practice of design within the context.</li> <li>• Experience designing to rigorous requirements, working with user-groups, stakeholders</li> </ul>

### Position in the team



**Hours:** Net working hours (i.e., excluding meal breaks) are 36 per week. Normal working hours are 9am-5.15pm Monday to Thursday and 9am-5pm Fridays.

**Equal opportunities at the V&A**

At the V&A we strive to ensure that opportunities to work and develop at are open to all. We treat all job applications equally, regardless of age, disability, gender identity or gender expression, race, ethnicity, religion or belief, sex, sexual orientation, or any other equality characteristic. We particularly encourage applications from disabled people and people from black, Asian and minority ethnic backgrounds, as these groups are currently under-represented in the cultural sector. At the V&A we have a good gender balance however in certain departments, such as IT, we welcome female applicants and, in our exhibitions, or development teams, we welcome male applicants.

