

BLETCHLEY PARK

Job Description

Job title:	Designer
Department:	Communications
Reports to:	Marketing Manager
Reporting Staff:	None
Hours:	Full-time (37.5 hours / week)

Main Purpose:

To produce quality design and creative content, championing the Bletchley Park brand, assisting with initiatives and campaigns to drive visitation, support and engagement. To ensure the consistent and appropriate use of brand and design across all creative content including marketing, media, retail, exhibitions, fundraising, events and corporate communications.

Person Specification:

The position requires the following skills, abilities and personal attributes:

1. Strong IT skills with competency in Microsoft Office, design software and database packages
2. Good inter-personal skills and approachable
3. Good written and verbal skills
4. Numerate, methodical, organised and with good attention to detail
5. Ability to work on own initiative and as part of a team with the ability to prioritise workload and be flexible
6. An interest in working in heritage or a visitor attraction

The following experience or knowledge is essential:

1. Demonstrable experience in graphic design or related work
2. Understanding/experience of designing for digital platforms
3. Excellent design skills (particularly using InDesign, Illustrator, Photoshop)
4. Good typography and layout skills
5. Demonstrable experience and/or understanding of printing and other production processes
6. An eye for detail with written work, along with the ability to proofread copy
7. An understanding of the importance of brand guidelines and identity, with experience in working to ensure these are upheld
8. Project management experience, the ability to work quickly and accurately under time pressure, and on several projects at the same time.

The following experience or knowledge is desirable but not essential as full training will be given:

1. An understanding of the attraction and tourism sector
2. Understanding/experience of design and production of display and interpretation graphics for museums or attractions
3. Experience in photography or film production for digital platforms
4. A knowledge of Bletchley Park and our history.

Key responsibilities:

1. Deliver all aspects of design and artwork for the organisation, creating and taking approved concepts and adapting them across a wide range of formats (including adverts, brochures, small exhibitions, signs, learning resources, web banners, and graphics etc.).
2. Produce visual media content (including filming, photography, editing, animation, motion graphics, illustration and audio) across all BPT digital media platforms including broadcast, advertising, and website communications.
3. Respond to design requests from internal teams, liaising effectively with colleagues to deliver creative projects and outputs, working collaboratively to agree, set and meet deadlines for production. Adapting artwork and visual media based on feedback from internal stakeholders.
4. Be responsible for the quality and standard of visual material across all channels, ensuring that all creative outputs meet the Bletchley Park brand guidelines and House Style, and are delivered to the highest standards, on time, and within budget.
5. Work closely with the whole Communications team on content and design elements of the Bletchley Park website, helping to ensure the website is up to date, organising for any new photography to be taken for new events or exhibitions, overseeing the overall design of the website.
6. Work closely with the Digital Engagement Officer to analyse engagement on all media platforms, in order to design and create visually engaging content for growing and diversifying audiences.
7. Work closely with the Marketing Manager and the Media and Publications Manager to manage relationships with external suppliers such as printers, design agencies, photographers, and film crews to ensure value for money and that quality is of a high standard. Work with external design agencies when needed to ensure visual identity is being correctly applied.
8. Work in collaboration with the Marketing Manager to produce marketing collateral, ensuring the best print/graphics and visual media production methods are selected for each project.
9. Keep up to date with new production methods and techniques.
10. Manage a design schedule for cyclical and project work, maintaining records and files relating to the design and visual media work for each project.
11. To be proactive with improving the standard of design at Bletchley Park, making recommendations where improvements can be made.
12. Work collaboratively with the wider Public Engagement department to generate ideas for events and content, income-generating opportunities, and retail products.

13. Support and assist the Media and Publications Manager with the creative direction of Bletchley Park publications including Ultra Magazine, and other in-house publications e.g., the BPT Souvenir Guidebook.
14. Carry out other ad hoc tasks as required by the department.

Conditions: Full-time permanent position – 37.5 hours per week (equivalent to 5 days per week). Some out-of-hours working may be required and these will be recompensed by time in lieu. Company Pension scheme available. 6 month's probationary period. BUPA wellbeing cash plan. Holiday 33 days pa pro rata including statutory holidays. Based at Bletchley Park, Milton Keynes. 1 month's notice either way

General: The Trust operates a policy of compliance with the law on grounds of non-discrimination on the basis of race, colour, sex, age, nationality or disabilities.

Contact Details:

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