



## JOB DESCRIPTION

<b>Position:</b>	Graphic & Digital Assistant
<b>Location:</b>	Based at; <ol style="list-style-type: none"> <li>1. Farleigh House, Bath</li> <li>2. The Recreation Ground, Bath – Matchdays &amp; relevant meetings</li> </ol>
<b>Main Purpose:</b>	<ul style="list-style-type: none"> <li>• To support with the delivery of highly innovative, ground breaking, high-quality graphics &amp; video content for use internally &amp; externally across all marketing collateral.</li> <li>• To develop highly engaging video and graphic content, for use across Bath Rugby’s website, social media channels, print and on Bath Rugby matchdays.</li> <li>• To support the Graphic Digital Designer in significantly growing the presence of the brand and support the comms dept. with increasing the supporter engagement levels.</li> <li>• Demonstrate creativity with a commercial edge to develop relevant, innovative and engaging creative campaigns, aligned to the objectives of the Marketing, Ticketing (including The Clash), Retail, Community, Commercial, Hospitality and Stadium for Bath to achieve their commercial KPI’s and answer the brief.</li> </ul> <p>VIDEO CONTENT:</p> <ul style="list-style-type: none"> <li>• Support the Graphic and Digital Designer to manage the delivery of filming, editing and final output of high-quality Bath Rugby video content against specified departmental briefs.</li> <li>• Support the Graphic and Digital Designer with still photography shoots and any imagery editing.</li> <li>• Support the Graphic Digital Designer in developing video packages tailored towards different channel requirements and supporter audience profiles.</li> <li>• Work to support all departments across Bath Rugby and the Stadium for Bath, to capture a range of engaging video content aligned to their core business objectives.</li> </ul>

	<ul style="list-style-type: none"> <li>• Constantly monitor the competitor environment and the creative output of other organisations, particularly in sport and leisure, identifying best in class and making recommendations for new, innovative routes to market.</li> <li>• Develop a sound awareness &amp; understanding of VT &amp; static content performance, impact &amp; engagement throughout the season for each department at Bath Rugby, working alongside the Creative, Marketing &amp; Comms teams.</li> </ul> <p>GRAPHIC DESIGN:</p> <ul style="list-style-type: none"> <li>• To support the Graphic &amp; Digital Designer, as well as our external graphic design agency (Peloton), to develop &amp; implement highly impactful campaign artwork for all media channels covering, but not limited to, matchday fixtures, commercial &amp; hospitality, specific events, Stadium for Bath, Retail, &amp; The Clash.</li> <li>• To amend and help improve existing graphic templates required for different events, fixtures and other activities across the organisations.</li> </ul>
<b>People:</b>	<ul style="list-style-type: none"> <li>• Ensure all SMART objectives and appraisals completed annually.</li> <li>• To support a best practice culture amongst employees.</li> <li>• To take a positive, innovative and proactive response to taking on ad hoc projects as required by the business.</li> <li>•</li> </ul>
<b>Candidate Requirements:</b>	<ul style="list-style-type: none"> <li>• Competent using industry standard video editing software (e.g. Adobe Premiere Pro or Final Cut Pro) (essential)</li> <li>• Competent using video and still photography equipment (essential)</li> <li>• Competent using Adobe Photoshop (essential)</li> <li>• Experience using Adobe After Effects (desirable)</li> <li>• Experience with Adobe Illustrator (desirable)</li> <li>• Experience using Adobe InDesign (desirable)</li> <li>• Strong organisational &amp; time management ability</li> <li>• Expected to be able to demonstrate a high level of independent thought and creative thinking in line with effective interpretation of creative briefs</li> <li>• Excellent communication skills and proven ability to work effectively in a team and on own merit</li> <li>• A high degree of personal motivation and drive is essential</li> <li>• Strong proof reading essential</li> <li>• Candidate expected to demonstrate diligence and thorough attention to detail</li> <li>• Candidate to be located locally, within reasonable drive time</li> </ul>
<b>Reports to:</b>	Graphic & Digital Designer

To comply at all times with the Health & Safety regulations and safe working practices in accordance with current legislation and as detailed in the Company's Health & Safety Policy and Procedures.

IT SHOULD BE NOTED THAT THE JOB DESCRIPTION MAY BE CHANGED FROM TIME TO TIME AS THE BUSINESS OR DEPARTMENT DEVELOPS. SUCH CHANGES WILL, HOWEVER, BE DISCUSSED WITH YOU.

Signed ..... Job Holder

.....Immediate Manager

Date .....