

**National Army Museum**  
Royal Hospital Road, Chelsea, London SW3 4HT

**Enterprise Division**

**Post: Graphic Design Executive (Marketing and Communications)**

**Post No: NAM 208**

**Reports to: Head of Marketing and Communications**

**Background**

The National Army Museum (NAM) has recently re-opened after a three-year closure and a £23.75m refurbishment. With five new thematic galleries and an ambitious exhibitions programme, NAM hopes to grow its audience and attract a new generation of visitors.

**Scope**

This is a unique opportunity for an enthusiastic and driven graphic designer to create, develop and implement a variety of campaigns and supporting collateral for the Museum across all channels.

**Job Role**

Responsible for delivering highly creative and effective graphic design for marketing, print and displays, ensuring all work meets the Museum's visual identity criteria and is delivered to the highest standards, on time and within budget. This role will deliver on a range of projects and briefs that will include (but not be limited to) design for printed marketing collateral, some exhibition design, creation of digital and social content, advertising and production material.

**Job Description**

1. The post-holder is responsible for:
  - a. Designing and producing effective and high quality graphic work for print and display for use across a variety of channels.
  - b. Creation of digital content and photography assets to support the marketing and communications team in promoting the Museum and its activities.
  - c. Managing the graphic production process for each project, selecting suppliers and production companies for quality, reliability and cost; where in-house production is possible this option should be taken.
  - d. Producing highly creative work within brand guidelines and championing the visual identity framework. Working with colleagues and third parties to monitor the implementation of the brand.

- e. Working closely with key stakeholders to ensure all work is delivered on schedule, to an agreed deadline and within budget.
- f. Ensuring, where appropriate, graphic work fully integrates with 3D design.
- g. Ensuring the best production methods are selected for each project and keeping up-to-date with new production methods and techniques.
- h. Prioritising and meeting deadlines against a challenging programme of work.
- i. Providing indicative costs, as and when required, for budgeting purposes.
- j. Maintaining all records and files relating to the design work for each project.
- k. Carrying out ad hoc duties as requested by appropriate managers within the division.

## **2. Resource Management**

- a. Responsible for supporting and supervising staff, contractors, volunteers, interns and apprentices, and exercising a proper duty of care over them.
- b. The post-holder is responsible for the proper use of budget allocations.

## **3. Internal Relationships**

- a. Working to the Head of Marketing and Communications, and working closely with the Exhibitions Department and Marketing and Communications team, including Digital, and Social Media, to ensure creation and delivery of suitable content and assets (for both offline and digital channels).

## **4. External Relationships and Partnerships**

- a. Liaising with third parties and suppliers to provide services to support the delivery of campaigns and collateral.

## **5. Health & Safety**

- a. Be committed to good health and safety and access practice, ensuring familiarity and compliance with Museum policies, procedures and guidelines and the health and safety of visitors, staff, volunteers and contractors at all times.
- b. Produce risk assessments and method statements for all divisional activities.

**6. In addition, the post-holder is required to:**

- a. Act in every way so as to preserve the Museum's reputation and good name in all areas of its work and be fully committed to openness and transparency in all its dealings.
  - b. Ensure that the Museum's accounting and financial procedures are strictly adhered to and embed a culture of control and financial discipline.
  - c. To play a full part in the generation of income as required and to avoid breaches of financial regularity and propriety, the misapplication of funds or waste of resources. Effectively manage delegated budgets and projects and be responsible for the proper exercise, as instructed, of any delegated financial powers, having express regard to the Director's appointment as the Museum's Accounting Officer; especially to promote efficient and cost-effective methods of working to keep strictly within planned budget allocations, as set by the Senior Management Team.
  - d. Take due care to assess and manage risk, having regard to the NAM's Risk Management Policy; (*Risk Management at the NAM: Matrix of Risks*).
  - e. Carry out his/her duties in accordance with the NAM's Equal Opportunities Policy.
  - f. Travel to and operate from the National Army Museum's outstations or locations where the Collection, or parts of the Collection, or other NAM property or services are held, or carried on, as and when necessary. The post-holder will be required to work off-site including at the Museum's facilities at Stevenage.
  - g. The post-holder must co-operate fully with the Management of the NAM in pursuance of the Museum's aims, as set out in its Royal Charter, and to enhance the Museum's standing and reputation through its contacts with the public and the media. This will include membership of various development and other teams set up from time-to-time and reporting to the Director and Senior Management Team.
  - h. Chair Museum committees, teams and working parties, as delegated by the Head of Marketing and Communications, and represent the Museum on external committees, as required.
  - i. Support presentations to the NAM Council (Trustees), Director, Management Team and members of staff as requested.
7. The appointment is permanent (subject to a six-month probation period) and full-time, working 37 hours per week (net), 5 days out of 7. Additional evening and weekend work may be required. The salary is £29,412pa (inclusive). The post-holder is required to give two months' written notice in resigning.
8. The appointment will be subject to a security clearance.

9. This job description sets out the key responsibilities and tasks of the post and is not exhaustive. It may alter with the changing needs of the Museum. This job description may be reviewed and updated annually.
10. The National Army Museum is an equal opportunities employer.

Justin Maciejewski, Director  
National Army Museum

January 2019

Signature: ..... Date: .....