

GRAPHIC DESIGNER, FREELANCE

[Creative UK](#) is the national membership body for the cultural and creative industries. We exist to champion creativity in its widest form - representing world-leading organisations from sectors as diverse as advertising, animation, architecture, broadcasting, crafts, design, digital, education, fashion, games, heritage, museums, music, performing arts, photography, publishing, theatre, TV, visual art and more. We are an independent not-for-profit, which uses the insight and experience of our members to help shape relevant government policy and advocate for meaningful change. Change that will benefit UK businesses, citizens and communities.

Our vision is a world where creativity is valued and recognised as the driving force for our future. We're so passionate about this that we put our money where our mouth is: through our own landmark investment funds, we've directly invested millions of pounds into creative businesses over the last decade. Our team is based across the UK, and we work closely with Local and Combined Authorities to support creative talent, whilst delivering hands-on support - spanning business diagnostics, mentoring and investment readiness. Our Filming in England service is a dedicated and bespoke production service to feature film and high-end TV productions looking to film in England, outside of London.

LOCATION: Hybrid working, with fixed workspaces available in Central London, Manchester or Bristol. Remote working possible subject to mutual agreement.

FEE: up to £350* per day **inclusive of any applicable VAT.*

CONTRACT: Freelance, 4 days per week, until March 2027.

TO APPLY: Email your CV, link to portfolio/showreel work and cover letter to jobs@wearecreative.uk by **1st November at midday**. If you prefer, you may also include an optional 1–2-minute video link. Please complete our anonymous diversity and inclusion [survey](#). **Interviews will take place by video conference 10th November**, with **final stage interviews likely in person by 17th November**.

Access and adjustments

Creative UK is an inclusive recruiter. Please let us know if you have any access requirements or would like any adjustments to the application or selection process.

THE ROLE

We're looking for a talented graphic designer to support us with key activity on a freelance basis until March 2027. Our ideal candidate would be someone who can take concepts and ideas and create visual representations, in both print and electronic media, with expert knowledge of current design software and skills in every step of the design process, from concept to final deliverable. Collaborating with multiple teams across the company, the graphic designer should be able to take written or spoken ideas and convert them into a design that connects. The successful candidate will have a thorough understanding of branding and marketing and be able to find the right style and layout for every project.

REPORTS TO: Head of Content

We are looking for candidates with:

- Experience interpreting a creative brief and establishing an understanding of branding requirements and business challenges
- Experience of implementing and protecting brand guidelines and brand positioning
- Organisation, communication and presentation skills
- A natural ability to build great relationships with people from across the business
- The ability to multitask while maintaining an attention to detail
- Awareness of and interest in the latest design, social and cultural trends

SERVICE SPEC

KEY ACCOUNTABILITIES

- Work on a wide range of projects and media, using various software programs to visualize and develop innovative graphic designs that meet business goals.
- Add motion to graphic designs for social media campaigns.
- Collaborate, brainstorm, and strategize with multiple teams or clients on a wide range of materials that may include social graphics, reports, web pages, presentations, programming collateral, signage, internal communications, newsletters, and marketing materials
- Translate strategic direction into high-quality design within an established brand identity
- Develop concepts by hand or with software, and execute original content by determining the ideal usage of colour, text, font style, imagery, and layout
- Manage the design and uploading process for all project materials, based on best practices for using a content management system
- Use trend intelligence and knowledge of historical and current markets when designing and executing specific classifications

Ensure Creative UK meets its statutory comms requirements in relation GDPR and Freedom of Information.

This job description is not intended to be either prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing

KEY PERFORMANCE INDICATORS (KPI)s

- To create a strong brand identity for all sub brands of the organisation along with the Head of Content
- To lead on all visual design of our annual summit

PERSON SPECIFICATION

- Exceptional creativity and innovative design skills
- Four or more years of experience working in-house or within a creative agency.
- Excellent proficiency with design software, including Illustrator, InDesign, Photoshop
- Knowledge using After effects is a benefit
- Excellent communication and presentation skills
- Organizational and time-management skills for meeting deadlines in a fast-paced environment
- Desire to continue building skill set with education and training

NB. If contracted as a freelancer you will be expected to use your own tech hardware yet will be provided with a mailbox and access to required data.

OUR CULTURE

All our employees will be expected to demonstrate behaviours associated with our company values. Our values drive the way we work; **how** we do things is just as important as **what** we do.

- ✓ We join the dots; collaboration is in our DNA
- ✓ We support and empower; we are here to make a difference
- ✓ We are curious, open & honest
- ✓ We celebrate difference & value equality of opportunity

We value difference and celebrate the creativity that it brings. We are committed to improving diversity and inclusion across our organisation and industry by championing a variety of backgrounds, perspectives, identities, talents, and physical and cognitive differences.