

Job title	Designer		
Job family	Technical Production	Band	C

Job purpose

The Designer will develop and deliver content, ensuring that it achieves the highest creative and editorial standards with adherence to BBC guidelines.

Working in collaboration with marketing or editorial colleagues across platforms and languages.

Key responsibilities and accountabilities

- To produce distinctive content on a variety of platforms.
- To work effectively with other departments ensuring you maintain excellent relationships throughout.
- To ensure content reflects our diverse audiences.
- To keep up to date with emerging industry trends
- To have an understanding of BBC branding and implementation.
- Share design expertise and creative solutions for the benefit of the audience.
- Be accountable for the quality of your work and ensure it meets intended purposes.
- Be accountable for the usability and accessibility of design deliveries for the broadest possible cross-section of users.
- Support with digital design solutions to support the BBC StoryWorks and wider sales efforts - most frequently creative advertising and content-led marketing assets for BBC.com or clients, primarily in the APAC region, while also feeding in to global team efforts.
- Support campaign distribution through creative efforts across traffic drivers and social media creative. Elevate this offering through creative ideas and solutions.
- Have a comfortable understanding of fundamental UX and design principles to help wider team with concepts. Working collaboratively with content strategists and editors applying both to create top quality and pixel perfect designs
- Work collaboratively and take direction from the Head of Design, Senior designer and wider teams. Communicate and be comfortable sharing ideas, concepting and ideating across teams.
- Working flexibly and collaboratively across a global team, at times be able to be flexible with schedule to adapt other regions working hours.
- Support sales teams and StoryWorks content strategists to Respond to client pitches with creative solutions and help with collateral to enhance our offering
- Work with understanding of a client’s brand guidelines while adhering to BBC regulations and technical specifications

Knowledge, skills, training and experience

Essential

- Understanding of the importance of the BBC's values in accuracy and impartiality.
- Able to show a portfolio of strong graphic design work with digital as a key component.
- Show passion and consideration for fundamental design principles and the wider creative environment, enjoy solving UX problems as well as creating pixel-perfect designs.
- Actively immersed in the digital landscape and abreast with digital developments, best

- practices and trends.
- Able to talk through your design decisions with a diverse audience from people across the business to varied client base.
 - A keen understanding of digital content led solutions within an editorial and commercial environment.
 - Understanding of user experience (UI/UX) principles, ability to develop wireframes, where relevant for microsites and design and spec digital products.
 - Have an understanding of wider user journeys
 - Demonstrate understanding of Mobile First methodologies and responsive solutions and show appreciation for technical abilities and limitations of web and mobile technologies
 - Adobe Creative Suite skills especially Photoshop, InDesign, Illustrator, After Effects
 - Knowledge and understanding of HTML and CSS to inform digital design solutions.
 - Sketch
 - Invision
 - Working within an editorial/content environment. Must have a keen eye for detail, grammar and spelling
 - Organised, collaborative and attentive to detail with strong communication skills – most importantly verbal communication for liaising with colleagues and clients
 - Able to talk through your design decisions with a diverse range of people; evidence of successfully collaborating and sharing your ideas.
 - Keep pace with latest design trends and technology developments.
 - Relevant degree or equivalent experience.

Job impact

Decision making

- Reports to a Senior Designer or Creative Head.
- Takes assignments from design lead (Senior Designer or Creative Head).
- Keep track of own workload and makes effective use of time.
- Keep appropriate people well informed of plans and progress.
- Chooses best method of initiating, communicating and developing design idea.

Scope

Finance: No budget responsibility beyond adherence to the BBC expenses policy.

Line management: No line management responsibility – may mentor trainees.

Actively shares ideas and technical expertise across the team.

Other information

For Reward team use only

Job Code	
Definition:	Content

JOB DESCRIPTION



This job description is a written statement of the essential characteristics of the job, with its principal accountabilities, incorporating a note of the skills, knowledge and experience required for a satisfactory level of performance. This is not intended to be a complete, detailed account of all aspects of the duties involved.