

Job title	Designer_Motion		
Job family	Visual Journalism Design	Grade	7

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 editorial colleagues across platforms & Languages.

- Key responsibilities and accountabilities**
- To produce distinctive content on a variety of platforms
 - To work effectively with other departments ensuring the you maintain excellent relationships throughout
 - To ensure content reflects our diverse audiences
 - To keep up to date with emerging industry trends
 - 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

- Knowledge, skills, training and experience**
- Essential**
- A thorough knowledge of BBC editorial guidelines and other compliance policies, or has the desire to glean this knowledge quickly.
 - Understanding of the importance of the BBC's values in accuracy and impartiality.
 - A passion for and a great understanding of the area in which the role operates
 - An experienced Adobe Creative Suite User and / or VizRt
 - Portfolio evidence of excellent design work demonstrating creative flair
 - Able to deliver different approaches and design styles
 - Able to talking through your design decisions with a diverse range of people, evidence of successfully collaborating and sharing your ideas with absolutely anyone
 - Keep pace with latest design trends and technology developments
 - Relevant Degree or equivalent experience

- Job impact**
- Decision making*
- Reports to the Lead/Senior Designer/Creative Director
 - Takes assignments from design lead (Senior Designer or Creative Director)
 - 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 budgetary 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

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.

Approval	
Manager	Name and job title
HR Business Partner	Name
Date	