

Job title	Designer / Motion Designer		
Job family	Technical Production		Local recruit

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 & 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
 - 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 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 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.

Appendix – MIDWEIGHT DESIGNER

There may be sub-sets of the generic job described above which require additional technical skills. This appendix to the generic job description can be developed to cover such situations.

Division	News
Reports to (title)	Design Director or Senior Designer
Location base	

Organisation structure
<p>The Visual & Data Journalism team is a multi-platform unit within BBC News. The team brings together online designers, TV designers, developers and journalists to provide compelling visual coverage of the biggest and most significant stories.</p> <p>We use our skill and creativity to engage and inform our audiences using information graphics, data visualisations, motion graphics and multimedia storytelling.</p> <p>The Designer will develop and deliver content such as data visualisations, diagrams, maps and ideally animations, ensuring that this achieves the highest creative and editorial standards with adherence to BBC guidelines.</p> <p>They are responsible for translating user needs into innovative, inclusive, desirable and value adding digital experiences across multiple platforms.</p> <p>They will work in collaboration with other Designers, Data Journalists, Visual Journalists and developers across platforms & languages.</p>

Additional job specific responsibilities and accountabilities
<p>In addition to generic accountabilities:</p> <ul style="list-style-type: none"> • To contribute design expertise to the Visual & Data Journalism team. • To communicate ideas and design decisions to project teams. • To create distinctive content graphics such as data visualisations, diagrams and maps on a variety of platforms. • To create storyboards and motion graphics. • Advocate accurate data representation and accessible design solutions. • To understand our users and get to the heart of what they need, creating sketches, concepts, user journeys, wireframes and prototypes. • To employ relevant design and research methods and techniques to ensure a compelling design. • Help organise informal user research and proactively try out ideas and designs with people to make sure we're meeting real user needs. • To deliver finished design solutions, including assets and functional specifications to ensure the design comes to life. • To work effectively with other departments ensuring that you maintain excellent relationships throughout. • To initiate your own ideas and and prioritise own workload. • To deliver content graphics and user experiences that can be re-worked to accommodate multiple languages.

- Work with external agencies and freelancers to learn new things, see new perspectives and create new ideas
- Support a positive working environment that considers the needs of a diverse team
- To ensure content reflects our diverse audiences.
- To keep up to date with current and 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
- To operate in a fast-paced news environment, usually within tight timeframes.

Essential

- Evidence of a portfolio of relevant work across different screens/devices.
- Visual Design skills and experience.
- Motion graphics skills – comfortable using Adobe After Effects.
- Data visualisation skills and experience.
- Expert in using Adobe Photoshop and Illustrator.
- User Experience Design skills and experience.
- Comfortable using Sketch or other User Experience Design software.
- A passion for Design, News and storytelling.
- Ability to be creative, delivering different approaches, solutions and visual styles.
- Ability to effectively communicate design reasoning and decisions to others.
- Excellent written and verbal communication skills.
- Evidence of successfully collaborating and sharing your ideas with others.
- Knowledge of current and future trends in design, technology and media.
- A knowledge of BBC editorial guidelines and other compliance policies.
- Understanding of the importance of the BBC's values in accuracy and impartiality.

Desirable

- Illustration skills.
- Experience with GIS or other mapping software.
- Coding skills: HTML, CSS and Javascript