

## JOB DESCRIPTION

<b>Job/Role Title:</b>	<b>Graphic Designer (Junior to Midweight)</b>
<b>Reporting to:</b>	<b>Director of Communications and Digital</b>
<b>Location:</b>	<b>World Sailing, 20 Eastbourne Terrace, London (with flexible working)</b>

### Background

World Sailing is the world governing body for the sport of sailing, officially recognised by the International Olympic Committee (IOC).

World Sailing is responsible for:

- the promotion of the sport internationally;
- managing sailing at the Olympic and Paralympic Games;
- developing the Racing Rules of Sailing and regulations for all sailing competitions;
- the training of judges, umpires and other administrators;
- the development of the sport around the world; and
- representing the sailors in all matters concerning the sport.

The principle members of World Sailing are the 146 'Member National Authorities' (MNAs) and the 100+ 'Class Associations'.

We have a clear and ambitious vision:

A world in which millions more people fall in love with sailing; inspired by the unique relationship between sport, technology and the forces of nature, we all work to protect the waters of the world.

Our mission:

To make sailing more exciting and accessible for everyone to participate or watch, and use our reach and influence to create a sustainable future for our sport and the waters of the world.

### Key Responsibilities

- To execute and maintain World Sailing's brand identity across a host of internal and external requirements in print, digital, social, film, events and environment. This could be anything from basic templates and presentations, to fan engagement campaigns and website design.
- To hold the responsibility of 'Brand Guardian'; setting the standards, promoting the importance of 'Brand' and guiding other stakeholders in their use of the brand identity and World Sailing assets. This will also include ensuring World Sailing partner assets are also used correctly.
- To provide creative input and advice on a varying range of projects.
- To contribute to creative planning and creation of events, with a particular focus on event presentation and stakeholder engagement (whether it be user, fan, sponsor, athlete etc.)
- To maintain the World Sailing asset libraries and brand identity folders.

- To support the growth and delivery of World Sailing's eSailing initiatives
- To support the growth and success of the World Sailing Trust

## Role

This is a role that will require a broad skill set in design across varied formats, as well as great communication skills. You will be working with a diverse range of internal and external stakeholders.

A big part of this role will be about maintaining consistency and quality across all communications and marketing requirements. You need to be happy doing the business-as-usual projects and executing against an established brand identity.

You need to be comfortable working at all ends of the design spectrum, from artworking to more conceptual design, from standard templates to strategic presentations, from online to branding environments.

You will work very closely with the Director of Communications and Digital and the Brand and Marketing Executive as well as with the wider Communications and Digital and Commercial teams to create inspiring communications and events that engage current and new audiences. You will also work closely with external partners and suppliers to deliver against special requirements.

The nature of World Sailing's remit and volume of projects and events in any given year means that there will be aspects of multi-tasking and ad hoc requirements. A can-do attitude and an 'always on' approach to getting work done is essential.

This role is perfect for an individual who is efficient and organised, has great listening skills and attention to detail, and is an excellent team player with a good sense of humour. Additionally, it is a role where you can continue the development and growth of the World Sailing learning whilst learning from experienced colleagues and external agency partners.

## Relationships & Interfaces

### Strategic reporting to:

- Line Manager – Director of Communications and Digital

### Support & Guidance to:

- Communications and Digital team
- Commercial / Sustainability team
- World Sailing Trust team
- World Sailing staff
- World Sailor partners and suppliers e.g. Virtual Regatta and Hempel
- Stakeholders in sailing community using World Sailing brand eg. MNA designers

## Personal Attributes & Experience

**Essential experience:**

- Relevant design degree or course
- Two years' experience in a designer role
- Firm understanding of all aspects of design delivery, for print and digital applications
- Excellent working knowledge of Adobe Creative Suite, particularly InDesign, Illustrator and Photoshop
- Strong working knowledge of Microsoft Office
- An interest in producing transformative brand experiences, online and offline
- Excellent layout skills and diligent when creating artwork
- Asset library management
- Experience working closely with external partners, eg. creative agency, web developer, sponsors and suppliers
- A track record for meeting and exceeding goals within strict timeframes

**Essential skills:**

- Strong communication skills, both verbal and in writing
- Attention to detail is essential
- Ability to work under pressure
- Able to maintain good relationships across the board
- Languages: good written & verbal English (official language of World Sailing)
- Full driving license

**Helpful:**

- Experience of working within the design environment in sports
- Photography and videography skills

January 2021