

## JOB DESCRIPTION

<b>Job Title:</b>	Middleweight Designer
<b>Line Manager:</b>	Director of Communications
<b>Team/department:</b>	Communications

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## THE INSTITUTE

The Legatum Institute is a London-based think-tank with a global vision: to see all people lifted out of poverty. Our mission is to create the pathways from poverty to prosperity, by fostering Open Economies, Inclusive Societies and Empowered People.

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## PURPOSE

Reporting to the Director of Communications, the Middleweight Designer will be responsible for consistently applying the Legatum Institute brand across a wide selection of internal and external communications touchpoints. The successful applicant will be responsible for the creation of digital and printed marketing collateral, including websites, reports, newsletters, fact sheets, presentations, events and videos.

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## SPECIFIC DUTIES

- Overseeing and managing multiple design projects, creating templates for publications and digital initiatives, updating factsheets, case studies, newsletters, and presentations
  - Working with the wider communications team to come up with ideas, taking the lead on design briefs and transforming them into successful, marketable concepts
  - Supporting the development of the design and visual language of the Institute website and publications
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## ACCOUNTABILITIES

- Assisting with website updates
  - Providing support and updating photographic material (photo editing and resizing)
  - Assist in the management, use, and maintenance of the Legatum Institute's in-house AV equipment and auditorium
  - Act as an ambassador or point of contact in person within the Legatum Institute (or other venue) to interact face to face with an audience or individuals and represent the Institute's mission and views in conversation or presentation.
  - Assist the Director of Communications in other duties, including assisting with events, or representing the organization at events
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## KEY WORKING RELATIONSHIPS

**Internal:** CEO, Director of Communications, COO, Director of Policy, Programme Directors, Digital Communications Manager, Communications Manager, Fellows.

**External:** Key programme stakeholders, web developers, printers, external suppliers.

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## PERSON SPECIFICATION

### Skills: Essential

- Strong graphic design portfolio including some examples of work relevant to this role
- Proficient in the core Adobe Creative Suite applications: Illustrator, Photoshop, InDesign
- Experience in creating artwork for digital and lithographic print
- Excellent organisational skills and an ability to meet deadlines under time pressure, prioritising tasks wisely or under direction
- A conceptual thinker with great visualising skills
- Experience in creating, editing and delivering video content, including the use of video editing software such as Adobe Premiere and Adobe After Effects
- Ability to demonstrate an understanding of digital marketing, including an active interest in social media
- Experience managing content-driven websites on platforms such as WordPress

### Skills: Desirable

- Knowledge of the press and broadcast media and a keen up to date interest in news: both the content and the means of production
- Interest in and experience of the UK Political landscape, personalities and institutions

### Personal Attributes:

- Has a positive approach, and optimistic in outlook
  - Has vision and desire to create value for the long term
  - Self-motivated and able to drive activity forward
  - Good judgement about when to use initiative and when to consult
  - A hard worker who sets ambitious goals and perseveres to achieve them
  - Consistently performs at a high level, pays attention to detail
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## GENERAL RESPONSIBILITIES

The post holder should undertake such other duties within the scope of the post as may be reasonably requested by their manager.

This job description reflects the main responsibilities of the post. From time to time there may be some changes in the emphasis to the duties or tasks without altering their general character or the level of responsibility. Should significant changes to the job description become necessary, the post holder will be consulted and the changes reflected in a revised job description.

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