Design and Production Officer
Communications Department
Salary £26,525 plus attractive benefits

The Royal Academy of Arts is one of the UK's foremost arts institutions, whose purpose is to be a clear, strong voice for art and artists. We are an independent charity led by eminent artists and architects—the Royal Academicians—and we pursue our mission through exhibitions, education and debate.

The Communications Department generates marketing, advertising and publicity campaigns to support the activities of the Academy, most notably its world-renowned exhibitions programme, from Hockney and Manet to Sensing Spaces and Richard Rogers. An interesting and unique opportunity for an exceptional individual has arisen to join the team as a Design and Production Officer.

You will be passionate about upholding the new RA brand identity and will play a key role in the production of market-leading creative solutions. You will lead in all aspects of design and production management, ensure an excellent visitor experience through signage and way-finding, manage design rosters and support all design commissioners throughout the RA so the brand experience is of high quality at every touchpoint. The candidate will have experience working in a busy marketing design studio or agency and be inspired to join the creative team at the RA.

For an application form, visit the 'How to apply' section of our website
www.royalacademy.org.uk/careers

Closing date for applications: 13 April 2014

Interviews to be held: 22/23 April 2014

JOB DESCRIPTION

JOB TITLE: **Design and Production Officer**
DEPARTMENT: **Communications Department**
REPORTS TO: **Senior Marketing Manager**

MAIN OBJECTIVE

- Support the department's delivery of communications materials by managing the production (including commissioning of copywriting) and scheduling of all artwork produced by RA.

- Ensure the RA brand is represented appropriately in all areas of activity and communications.

- In addition to exhibitions campaigns, support marketing of the wider RA offer including RA Schools, the Collection, retail and commercial areas, learning and events.

MAIN DUTIES

1. Schedule and brief all elements of artwork that require production for exhibition campaigns and other work briefed by RA departments. Work with in-house Graphic Designer, external designers and advertising agencies to develop overall look of the campaign. Formulate appropriate timetables, production runs and monitor progress, chase for agreement and details as necessary. Ensure every element of design is delivered on time and on budget.

2. Research and source design and designers and gather quotes for all print jobs.

3. Oversee and implement all in-house display and signage to ensure that the visitor experience is perfect.

4. With the Graphic Designer, ensure all design materials developed for the RA meet brand guidelines. Be the guardian of this quality control.

5. Oversee and commission all copywriting for campaign items (online and offline materials, including email mailings). Ensure that messages are positioned appropriately for target audiences. Ensure the RA's tone of voice and style is upheld, that brand guidelines are adhered to and act as gatekeeper of the RA brand.

6. Work closely with the Senior Marketing Manager to develop creative output for all areas of marketing, involving writing design briefs, checking image rights and reproduction and setting up and attending meetings with curators and in-house image and exhibition teams.

7. Project manage the production of large internal publications (i.e. the annual budget and schools prospectus), involving scheduling, sourcing copywriters and designers and managing sign off process

8. Work closely with the Development team managing sponsor logo placements and final approvals

9. Monitor the budget for all print and signage requirements and report to HoM or other senior officer throughout the year.

10. Represent the Communications Department on specified issues, as required.

11. Undertake any other duty which may reasonably be allocated by Senior Marketing Manager.

PERSON SPECIFICATION

KNOWLEDGE

- Educated to degree level

- Highly computer literate: mailing lists, database, MS Office

SKILLS

- First class project manager, able to set the necessary plans and framework in place, implement and see a wider range of simultaneous projects through to completion on time and within budget.

- Excellent eye for detail to review copy, ads, signage and all other artwork developed so that content is correct and adheres to brand guidelines.

- Experience in signage and way finding development to support key visitor experience aspect of role.

- Strong interpersonal skills to build close working relationships with colleagues internally, and third party suppliers externally

- Strong commercial acumen and negotiation skills to ensure best rates with a range of suppliers (designers, printers and media agencies); ability to manage budgets and work with complex spreadsheets

- Well-honed organisational skills, self-sufficient in administrative terms – efficient record management and maintenance of monitoring systems

- Excellent time management skills, able to prioritise and multi task in order to meet deadlines

EXPERIENCE

- Experience gained within a busy marketing environment in the cultural/arts marketing sectors, with an emphasis on managing the design and production of marketing collateral especially printed materials. Including briefing designers, checking proofs and ensuring high quality outcomes.

- Preferably basic knowledge of artworking of online and print materials and experience using InDesign an advantage to support Graphic Designer when on leave/during busy periods.

PERSONAL QUALITIES

- Methodical, accurate worker – able to check work for errors, help in proof-reading, etc.
- Persuasive and diplomatic
- Good team player
- Pro-active and positive approach to work
- Good at time management and able to successfully juggle many active projects and campaigns at the same time
- Demonstrable interest in visual arts and a commitment to the aims and objectives of the department and the Royal Academy.