

## Job description and selection criteria

<b>Job title</b>	Senior Graphic Designer
<b>Division</b>	Gardens, Libraries and Museums (GLAM)
<b>Department</b>	Ashmolean Museum
<b>Location</b>	Ashmolean Museum, Beaumont Street, Oxford, OX1 2PH
<b>Grade and salary</b>	Grade 7: £36,024 - £44,263 (per annum)
<b>Hours</b>	Full time (37.5 hours per week) A hybrid work pattern can be considered for this role with a maximum of 2 days per week from home.
<b>Contract type</b>	Permanent
<b>Reporting to</b>	Head of Major Projects & Exhibitions for initial period Head of Visitor Experience from autumn 2025
<b>Vacancy reference</b>	173718
<b>Additional information</b>	<p><b><u>You are required to submit a CV, design portfolio and a supporting statement with your application,</u></b> outlining how you meet each of the selection criteria for the role (see the 'How to Apply' section for further details). All three documents listed above must be submitted in order to be considered for this role.</p> <p>Please contact the recruitment team if you require the job description in an alternative format.</p>
<b>Closing date</b>	12.00 midday BST Tuesday 3 September 2024



## **Job description**

### **Overview of the role**

The post-holder is responsible for leading on the provision of highly creative graphic design direction and leadership across the Museum's public facing activities and internal communications.

The post-holder is responsible for managing and continually developing the Museum's brand identity to: support the visitor experience; showcase the Museum's collections and build its reputation as a world-class museum. Working with stakeholders across the Ashmolean, and the University of Oxford, the post-holder develops and manages major design projects and creates visual approaches to graphics for Communications, Marketing, Audience & Content, Learning, Exhibitions, Development, Digital Media, and Commercial.

The post-holder is responsible for overseeing the communications design output of staff across the Museum and managing the work of external graphic designers and agencies, to ensure a consistent and coherent approach is maintained. This role is responsible for setting graphic design standards across multiple outputs including communications collateral, digital platforms, and exhibitions. The post-holder oversees the successful delivery of graphics from concept design to production, managing communication with internal and external clients to ensure delivery to agreed deadlines and budgets.

The post-holder has line management responsibility for the Graphic Designer role (when in post).

### **Responsibilities**

- Effectively respond to and interpret design briefs, and create high quality visual approaches to graphics for communications collateral including marketing campaigns, large-format outdoor advertising formats, and a variety of digital platforms etc.
- Lead the on-going development of the Museum's brand identity and guidelines, developing a sophisticated design approach for the Museum. Ensure the Museum's brand guidelines are adhered to in all creative executions (providing advice to external bodies and internal clients as necessary/appropriate).
- Communicate effectively with staff at all levels both within the Ashmolean and the University of Oxford. This will involve communicating directly with the Ashmolean's Director, Senior Managers, Board of Visitors, other high-level Stakeholders, Committees and Steering Groups across the Museum, GLAM and the wider University. Collaborate with Oxford University's Public Affairs Directorate to ensure the Ashmolean makes a positive contribution to the success of the University's brand and visual identity.
- Manage and develop the Museum's wayfinding scheme, supporting the visitor experience and helping to ensure health and safety and DDA guidelines are adhered to.
- Contribute to the selection and appointment of external graphic designers and agencies. Art direct as needed, photographers, illustrators and external designers (i.e. freelance – print or web site, art workers) on specific projects when required. Manage relationships with external suppliers (printers and contractors) and liaise with them over supply of artwork and approval of proofs, maintaining up-to-date knowledge of printing methods and materials etc.
- Provide support through project managing major design and public engagement projects. Managing all aspects of project process including: tenders; external consultant management; contracts; schedules; budgets; reports and working group meetings.

Handle and schedule multiple projects concurrently, prioritise, report on progress and deliver to deadline and keep costs within set budgets.

- Provide support through graphic design direction and leadership for GLAM projects and advise on the design of internal and public facing communications. As a member of the GLAM communications group, provide expert advice, guidance and be an ambassador for best practice in the areas of graphic design, visual identity and brand management.
- As a key member of the project team delivering temporary exhibitions, provide graphic design leadership on exhibition marketing identities and deliver effective and cohesive marketing campaigns across a range of print and digital channels. Involved in making strategic decisions, the post holder is responsible for establishing new processes and best practice in exhibition communications and marketing design.
- Develop creative graphics for effective marketing campaigns, provide graphic design leadership and ensure delivery of brand identity across print and digital outputs. Produce print ready artwork to the highest professional standards.
- Be a key member of the Ashmolean's audience & content teams, involved in all relevant strategies and decision-making.
- Support fundraising and effective communications through creative graphic design and appropriate visual interpretation of design briefs.
- Support income generation with effective graphic communication and brand usage and ensure consistent delivery of brand identity across print and digital outputs and product design.
- Support, through creative graphic design, public programme activities in Oxfordshire and in the UK and offer advice on brand usage to partnership organisations.
- Support the Museum's international ambition through graphic design, and provide advice on brand usage for partner organisations.

### **Other duties**

- Participate in a regular Annual Review.
- Undertake any necessary training identified.
- Comply with health and safety regulations.
- Comply with the policies and procedures set out in the Handbook for University Support Staff/Academic Related Staff.
- Any other duties that may be required from time to time commensurate with the grade of the job.

The Ashmolean Museum reserves the right to make reasonable amendments to the job description in consultation with the post-holder at any time.

### **Main Departments**

This role will initially be part of the Major Projects & Exhibitions department before moving across to the Audiences and Content department in autumn 2025.

The Major Projects & Exhibitions (MPE) Department is responsible for planning and delivering major cross-museum projects including gallery redevelopments, the programme of temporary

exhibitions and displays at the Ashmolean and the significant programme of national and international loans.

The Audiences & Content Directorate oversees Audiences Insights, Online Engagement & Communications, Public Programmes, Schools, University & Academic Engagement, Interpretation, Digital Content, Visitor Experience, Volunteers and Membership.

For more information please visit: [Welcome | Ashmolean Museum](#)

## **Selection criteria**

### **Essential selection criteria**

- High standard portfolio, demonstrating strong conceptual skills, proven creative approach, successful solutions to design briefs, ability and interest in narrative design.
- Demonstrable experience of developing and working with visual identities, using established brand guidelines in a studio or agency, including significant graphic design experience working on communications collateral for marketing campaigns or relevant organisations and in depth understanding and experience of design and delivery of signage and way-finding across complex estates in historic buildings.
- Experience selecting and contracting designers and agencies.
- Experience of delivering digital design and working with developers to create effective graphics on digital platforms, familiarity with digital design software such as Google Web Designer or similar.
- In-depth knowledge of graphic design across print and digital including excellent understanding of print production and repro processes.
- Proven ability and excellent knowledge of design software Adobe Creative Suite, in particular InDesign, Illustrator, Photoshop and Illustrator. MS Office knowledge also required and a good understanding of HTML and web Content Management Systems.
- Excellent copyediting and proofreading skills with strong typographic skills and attention to detail and the ability to advise on correct 'tone of voice' usage across internal and external written communications.
- Project management experience with demonstrable skills in leading teams to successfully deliver projects on time and on budget. Excellent organisational, planning and administrative skills and ability to coordinate multiple activities to meet deadlines and to budget.
- Skilled and influential communicator with a sense of diplomacy, used to interacting with both internal and external stakeholders, including the ability to present design solutions with confidence and influence internal stakeholders to achieve 'buy-in'.
- Well-developed interpersonal skills, with capacity to lead, yet flexible enough to work well in a team and collaboratively across the Ashmolean Museum and The University of Oxford with the ability to use initiative to problem solve, flexible with positive 'can do' approach.

### **Desirable selection criteria**

- Interest in and commitment to the work of the Ashmolean and a passion for museums, galleries/heritage sector and art and archaeology.

## Pre-employment screening

### Standard checks

If you are offered the post, the offer will be subject to standard pre-employment checks. You will be asked to provide: proof of your right-to-work in the UK; proof of your identity; and (if we haven't done so already) we will contact the referees you have nominated. You will also be asked to complete a health declaration so that you can tell us about any health conditions or disabilities for which you may need us to make appropriate adjustments.

Please read the candidate notes on the University's pre-employment screening procedures at: <https://www.jobs.ox.ac.uk/pre-employment-checks>

## The Ashmolean Museum

### Who we are:

Open since 1683, we are the University of Oxford's Museum of art and archaeology. Situated in the heart of the city, we are an iconic cultural destination open to everyone every day.

With c.900,000 visitors a year (pre-Covid), we are the most visited university museum in the world.

### What we do:

We preserve and share our collections and knowledge to promote research, learning and enjoyment.

### Why we do what we do:

To illuminate our shared humanity.

### We have three strategic pillars:

**Collections:** We care for, develop, and widen access to our collections.

**Research and Teaching:** We enable, lead and deliver world-class research and teaching.

**Audiences:** We provide engaging and inspiring experiences for increasingly diverse audiences.

In the next five years, we have five enabling priorities:

1. To support, develop and inspire our teams;
2. To promote equity and value diversity in all that we do;
3. To ensure we have the resources to deliver our work;
4. To work towards our commitment to achieve net zero carbon by 2035. Our environmental responsibility will inform our actions;
5. To ensure we have a building and infrastructure fit for purpose and our future.

For more information visit <https://www.ashmolean.org/>

## About the University of Oxford

Welcome to the University of Oxford. We aim to lead the world in research and education for the benefit of society both in the UK and globally. Oxford's researchers engage with academic, commercial and cultural partners across the world to stimulate high-quality research and enable innovation through a broad range of social, policy and economic impacts.



*The Ashmolean Museum*

We believe our strengths lie both in empowering individuals and teams to address fundamental questions of global significance, while providing all our staff with a welcoming and inclusive workplace that enables everyone to develop and do their best work. Recognising that diversity is our strength, vital for innovation and creativity, we aspire to build a truly diverse community which values and respects every individual's unique contribution.

While we have long traditions of scholarship, we are also forward-looking, creative and cutting-edge. Oxford is one of Europe's most entrepreneurial universities and we rank first in the UK for university spin-outs, and in recent years we have spun out 15-20 new companies every year. We are also recognised as leaders in support for social enterprise.

Join us and you will find a unique, democratic and international community, a great range of staff benefits and access to a vibrant array of cultural activities in the beautiful city of Oxford.

For more information, please visit [www.ox.ac.uk/about/organisation](http://www.ox.ac.uk/about/organisation)

### **Gardens, Libraries and Museums (GLAM)**

The Gardens, Libraries and Museums (GLAM) group includes the providers of the major academic services to the divisions, and also departments with responsibilities including, but extending beyond, the immediate teaching and research needs of the University. The collections embodied within these departments are an essential part of the University's wider nature and mission. They are part of its heritage as the country's oldest University and now form a resource of national and international importance for teaching, research and cultural life; they also make a major contribution to the University's outreach and access missions.

For more information please visit: <https://www.glam.ox.ac.uk/home>

## How to apply

Applications are made through our e-recruitment system and you will find all the information you need about how to apply on our Jobs website <https://www.jobs.ox.ac.uk/how-to-apply>

Your application will be judged solely on the basis of how you demonstrate that you meet the selection criteria stated in the job description.

As part of your application you will be asked to provide details of two referees and indicate whether we can contact them now.

You will be asked to upload a CV, design portfolio and a supporting statement. The supporting statement must explain how you meet each of the selection criteria for the post using examples of your skills and experience. This may include experience gained in employment, education, or during career breaks (such as time out to care for dependants).

All applications must be received by **midday** UK time on the closing date stated in the online advertisement.

## Supporting Statement

**Please note that if you do not upload a completed supporting statement, design portfolio and a CV, we will be unable to consider your application for this role.**

The inclusion of the supporting statement, design portfolio and CV is **a mandatory step** in the online application process.

**Your application will be judged solely on the basis of how you demonstrate that you meet the selection criteria stated in the job description in your supporting statement.**

All applications must be received by **12:00 midday (GMT/BST)** on the closing date stated in the online advertisement.

## References

Please give the details of two people who have agreed to provide a reference for you. If you have previously been employed, your referees should be people who have managed you for a considerable period, and at least one of them should be your formal line manager in your most recent job. Otherwise they may be people who have supervised you in a recent college, school, or voluntary experience. It is helpful if you can tell us briefly how each referee knows you (e.g. 'line manager', 'college tutor'). Your referees should not be related to you.

Your referees will be asked to comment on your suitability for the post and to provide details of the dates of your employment; and of any disciplinary processes which are still considered 'live'. We will only take up references at offer stage.

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## Information for priority candidates

A priority candidate is a University employee who is seeking redeployment because they have been advised that they are at risk of redundancy, or on grounds of ill-health/disability. Priority candidates are issued with a redeployment letter by their employing department(s).

If you are a priority candidate, please ensure that you attach your redeployment letter to your application (or email it to the contact address on the advert if the application form used for the vacancy does not allow attachments).

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## If you need help

Application FAQs, including technical troubleshooting advice is available at: <https://staff.web.ox.ac.uk/recruitment-support-faqs>

Non-technical questions about this job should be addressed to the recruiting department directly on [recruitment@glam.ox.ac.uk](mailto:recruitment@glam.ox.ac.uk)

To return to the online application at any stage, please go to: [www.recruit.ox.ac.uk](http://www.recruit.ox.ac.uk)

Please note that you will receive an automated email from our online recruitment portal to confirm receipt of your application. **Please check your spam/junk mail** if you do not receive this email.

## Relocation

At the moment, the Ashmolean Museum is not offering relocation expenses to this post.

## Important information for candidates

### Data Privacy

Please note that any personal data submitted to the University as part of the job application process will be processed in accordance with the GDPR and related UK data protection legislation. For further information, please see the University's Privacy Notice for Job Applicants at: <https://compliance.admin.ox.ac.uk/job-applicant-privacy-policy>. The University's Policy on Data Protection is available at: <https://compliance.admin.ox.ac.uk/data-protection-policy>

### The University's policy on retirement

The University operates an Employer Justified Retirement Age (EJRA) for very senior research posts at grade RSIV/D35 and clinical equivalents E62 and E82, which with effect from 1 October 2023 will be 30 September before the 70th birthday. The justification for this is explained at: <https://hr.admin.ox.ac.uk/the-ejra>

For **existing** employees on these grades, any employment beyond the retirement age is subject to approval through the procedures: <https://hr.admin.ox.ac.uk/the-ejra>

There is no normal or fixed age at which staff in posts at other grades have to retire. Staff at these grades may elect to retire in accordance with the rules of the applicable pension scheme, as may be amended from time to time.

### Equality of opportunity

Entry into employment with the University and progression within employment will be determined only by personal merit and the application of criteria which are related to the duties of each particular post and the relevant salary structure. In all cases, ability to perform the job will be the primary consideration. No applicant or member of staff shall be discriminated against because of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex, or sexual orientation.

*Photographs: Copyright Ashmolean Museum, University of Oxford*



## Benefits of working at the University

### Employee benefits

University employees enjoy 38 days' paid holiday, generous pension schemes, travel discounts, and a variety of professional development opportunities. Our range of other employee benefits and discounts also includes free entry to the Botanic Gardens and University colleges, and discounts at University museums. See <https://hr.admin.ox.ac.uk/staff-benefits>

### University Club and sports facilities

Membership of the University Club is free for all University staff. The University Club offers social, sporting, and hospitality facilities. Staff can also use the University Sports Centre on Iffley Road at discounted rates, including a fitness centre, powerlifting room, and swimming pool. See [www.club.ox.ac.uk](http://www.club.ox.ac.uk) and <https://www.sport.ox.ac.uk/>

### Information for staff new to Oxford

If you are relocating to Oxfordshire from overseas or elsewhere in the UK, the University's Welcome Service website includes practical information about settling in the area, including advice on relocation, accommodation, and local schools. See <https://welcome.ox.ac.uk/> There is also a visa loan scheme to cover the costs of UK visa applications for staff and their dependents. See <https://staffimmigration.admin.ox.ac.uk/visa-loan-scheme>

### Family-friendly benefits

With one of the most generous family leave schemes in the Higher Education sector, and a range of flexible working options, Oxford aims to be a family-friendly employer. We also subscribe to the Work+Family Space, a service that provides practical advice and support for employees who have caring responsibilities. The service offers a free telephone advice line, and the ability to book emergency back-up care for children, adult dependents and elderly relatives. See <https://hr.admin.ox.ac.uk/my-family-care>

The University has excellent childcare services, including five University nurseries as well as University-supported places at many other private nurseries.

For full details, including how to apply and the costs, see <https://childcare.admin.ox.ac.uk/>

### Disabled staff

We are committed to supporting members of staff with disabilities or long-term health conditions. For further details, including information about how to make contact, in confidence, with the University's Staff Disability Advisor, see <https://edu.admin.ox.ac.uk/disability-support>

### Staff networks

The University has a number of staff networks including the Oxford Research Staff Society, BME staff network, LGBT+ staff network and a disabled staff network. You can find more information at <https://edu.admin.ox.ac.uk/networks>

### The University of Oxford Newcomers' Club

The University of Oxford Newcomers' Club is an organisation run by volunteers that aims to assist the partners of new staff settle into Oxford, and provides them with an opportunity to meet people and make connections in the local area. See [www.newcomers.ox.ac.uk](http://www.newcomers.ox.ac.uk)