



Job Title Multimedia Graphic Designer
Reporting To Marketing Manager
Department Marketing

Job Purpose

The Multimedia Graphic Designer is responsible for designing and developing print and digital material for the B2C and B2B marketing communications of Silverstone Race Circuit. To manage the content for Silverstone TV. Create and develop quality print and online graphics for advertising and collateral production, photography and video content. Also assist in the content management of the Silverstone website, EDMS and social media channels, working with the marketing and communications team.

Summary of Role

- Create animated banners
- Multimedia design
- Content management
- Editing and production for video and audio
- Silverstone TV content

Key Responsibilities

- Support the greater Communications team on all Silverstone marketing requests.
- Develop and manage assets for Silverstone TV.
- Develop promotional videos from receiving a brief, and maybe an outline of footage and/or a shot list, script, or screenplay and creating new content.
- Produce animated banners for EDM, web and social.
- Assist in the content management of the website, social media, EDMs, by adding quality images, videos, and promotional/ad creative.
- Assist in the design of promotional material, and event collateral, marketing material and adverts for print and online.
- Brand guardian - assist in maintaining the branding and image standards via multimedia platforms e.g. print, video, large format, email marketing, logo use, in venue collateral, brochures, third party and social media, etc.
- Create and develop quality photography and video content to support business needs.
- Provide support during events, covering social media, photography, videography.
- Under the supervision of the Marketing Manager, work with the events and sales team to produce digital assets, presentations and marketing collateral where required.
- Work with Silverstone's sponsors and partners in creating/designing marketing pieces to fit with the marketing plans and dual branded activity.
- Work with Silverstone's approved printers to execute development of print projects.
- Flexible approach to working hours, including weekends and some evenings

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Knowledge, Skills & Qualifications

- 2:1 degree in Graphic Design or related field. A qualification in Media Production is desirable. A minimum of 3 years' experience with design software to include Adobe (Photoshop, InDesign, Illustrator), and experience in Microsoft Office Suite (Word, Excel, Publisher), Google (Doc, Sheets, Sites), Basic knowledge of HTML coding (imbedding text, images, video, tables, lists, and links).
- You'll need to be proficient in using specific editing software packages for video. Having experience of the very latest technology.
- General computer literacy and an aptitude for working with digital equipment
- Demonstrated knowledge of social media, including but not limited to, Facebook, Twitter, Instagram, LinkedIn, YouTube and Pinterest.
- Experience using email marketing campaign software.
- Background and/or related experience in photography, video and audio production and editing.

You'll need to show:

- Attention to detail
- You are creative and have a passionate interest in design, film and video editing
- Be able to listen to others and work well as part of a team
- Have a high level of self-motivation, commitment and dedication
- Have great organisational and time management skills
- Have the ability to work under pressure, manage multiple projects and to deadlines
- Excellent communication skills, both written and oral.

Silverstone Circuits Ltd

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