

JOB PROFILE	
Company:	Italia Conti Arts Centre Limited
Department:	Marketing & Events
Role:	Graphic Design & Creative Content Assistant
Reporting to:	Creative Producer
Direct reports:	
Location:	Victoria Place, Woking
Salary:	£27,000 per annum

ROLE SUMMARY
<p>The Graphic Design & Creative Content Assistant will support the Creative Producer and Creative Web & Content Designer at Italia Conti with marketing, graphics, video and photography, contributing to compelling digital content that elevates the Italia Conti brand and drives engagement across all digital platforms, as well as developing and maintaining Italia Conti's website, social media content and digital advertising campaigns. They will also assist in the creation of physical and digital promotional materials such as programmes, prospectuses and event collateral.</p> <p>Working across our Musical Theatre, Dance and Acting programmes, the role would be ideal for an early professional with a passion for storytelling, visual media and creative production. The Assistant will work closely with the creative team to brainstorm, plan, produce and edit content that aligns with brand objectives and engages Italia Conti's audiences. They will also assist with photography and videography for both live and staged content, and may take the lead on smaller-scale shoots and independent content projects, and will contribute to tracking performance, reporting on engagement, and maintaining digital asset libraries.</p> <p>They will need to stay up-to-date with trends across digital platforms and adapt content formats and strategies accordingly, ensuring that all work produced is visually optimised, brand-consistent and aligned with platform best practice. The Assistant will work collaboratively across departments, particularly with Events & Outreach, to support wider promotional activity and ensure all digital output supports Italia Conti's wider goals. All activity must comply with Italia Conti's policies and procedures.</p>

KEY ACTIVITIES
<ul style="list-style-type: none"> • Assisting in the planning and execution of photoshoots, video productions and other content creation activities. • Taking a leading role in the design and production of high-quality digital assets including graphics, videos, animations and interactive content for websites, social media, e-mails and advertisements. • Supporting the development of visual content across print and digital platforms, including producing graphic design assets, occasionally using existing templates, and brand guidelines • Leading on the design and production of physical and digital promotional collateral such as programmes, prospectuses, leaflets, exhibition stands and welcome guides. • Optimising visuals for different digital platforms including Instagram Reels, LinkedIn, BlueSky, X, YouTube Shorts and TikTok.

- Supporting the SEO, Digital & Content Creator in keeping the website up to date with accurate, relevant and engaging content and creating and updating website banners, graphics and landing pages.
- Editing short-form videos, social media content and internal/external communications using tools like Adobe Premiere Pro or Final Cut and CapCut.
- Keeping informed of digital trends and adapting strategies to align with platform best practices.
- Contributing to brand identity development and ensuring consistent application across all digital touchpoints.
- Organising and maintaining digital asset libraries, raw footage and project files.
- Tracking performance metrics and providing reports on content engagement and effectiveness.
- In collaboration with the Events & Outreach Manager, leading on the promotion of all external events and performances across all digital platforms.
- Collaborating with team members to achieve joint projects and objectives.
- Ensuring all activities undertaken are in compliance with Italia Conti's policies and procedures.

QUALIFICATIONS, KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED		
	Essential	Desirable
Qualifications/Education	<ul style="list-style-type: none"> • Educated to degree level in a relevant discipline (Graphic Design, Digital Media, Photography, Multimedia Arts or a related field) or equivalent experience. 	<ul style="list-style-type: none"> • Relevant qualification in advertising, public relations, business, digital marketing, media and journalism or technical or relevant equivalent experience.
Knowledge/Skills	<ul style="list-style-type: none"> • Proficiency in Adobe Creative Cloud (Photoshop, InDesign , After Effects, Premiere Pro & Rush) and/or similar tools (Figma, Final Cut Pro, Canva). • A good eye for colour, spacing, and typography in graphic design. • Knowledge of basic video editing, motion graphics and animation. • Familiarity with web design principles, UX/UI, and CMS platforms (such as WordPress). 	<ul style="list-style-type: none"> • Knowledge of FE or HE institutions gained through studying or working. • Proficiency in using AI platforms to support content creation • Knowledge of more expert video editing – colour grading, using keyframes etc.

	<ul style="list-style-type: none"> • Strong attention to detail and an eye for aesthetics, colour, typography. • Copywriting skills and initiative in terms of generating inspiring content and ensuring Italia Conti's online presence maintains currency and is 'on brand'. • Excellent verbal and visual communication skills. • Excellent IT skills. Conversant with Content Management Systems and all social media channels. Knowledge of Microsoft Office applications. • Personal integrity and high standards for self and others. • High level of ability in planning and prioritising. • Knowledge of the theatre and performing arts. 	
Experience	<ul style="list-style-type: none"> • Experience in content creation, video editing or digital media (internship experience acceptable) • Experience with DSLR/mirrorless cameras and basic lighting/audio setup. • Experience of working under tight deadlines and adapting to shifting priorities. • Experience of working as part of a team. • Experience of using Content Management Systems. 	<ul style="list-style-type: none"> • Experience of working or studying at an FE or HE institution. • Previous demonstrable experience in a marketing role, preferably in the performing arts.
<p><i>The above duties will inevitably change as the work of Italia Conti develops. The post-holder should therefore expect periodic variations to this job description. This job description may also be supplemented on a regular basis by individual objectives derived from Italia Conti's strategies.</i></p>		

The post involves commitment to working outside the normal hours and a willingness to work flexibly is expected, particularly during the 2 week periods when student performances are taking place which will represent a peak of work (usually the penultimate 2 weeks of each term)

There is an expectation that all employees will maintain the values of the Italia Conti and will comply with its code of conduct as well as equality and diversity, health and safety and safeguarding policies.