

PARTICULARS OF APPOINTMENT

Job reference: CIX-032351

Salary: UoM Grade 5 £33,002 - £36,636 pro rata depending on relevant experience

Faculty/Organisational Unit: The Whitworth

Location: Oxford Road

Employment type: Permanent

Division/Team: Audiences & Communications

Hours Per Week: Part Time 21 Hours (0.6 FTE)

Contract Duration: Permanent

School/Directorate: Cultural Institutions

Integrated Designer	
Grade	UoM Grade 5 £33,002 - £36,636
Department	The Whitworth
Overall Purpose	
To create high-quality visual design for the Whitworth's exhibitions, programmes and communications across print and digital platforms. The role will support the delivery of marketing campaigns, digital content and audience engagement activity by producing compelling visual assets that reflect the Whitworth's identity and align with both our and The University of Manchester's brand guidelines. Working closely with colleagues across the gallery, the Designer will help ensure that communications materials are visually engaging, accessible and consistent, contributing to the Whitworth's ambition to reach wider and more diverse audiences locally, nationally and internationally.	

About the Whitworth and the team

The Whitworth is one of the UK's leading galleries, part of The University of Manchester and internationally recognised for its exhibitions, collections, research and civic engagement. Through a dynamic programme of exhibitions, events, learning and community activity, the Whitworth connects art, ideas and people, welcoming local, national and international audiences.

The Designer sits within the Audiences & Communications team, which leads audience development, marketing, communications, digital engagement and brand activity across the gallery. Working closely with colleagues across curatorial, engagement, learning, development and operations teams, the role contributes to the promotion and interpretation of the Whitworth's exhibitions, collections and public programmes.

As part of a University cultural institution, the role also operates within the wider context of The University of Manchester's strategic ambitions, supporting audience engagement, reputation, civic impact and public engagement through high-quality visual communications.

Key accountabilities

Duties and responsibilities

Working with the Manager and Senior Manager, Audiences and Communications, the post-holder will be responsible for:

Delivering high-quality design outputs

- Producing creative design solutions for exhibition campaigns, digital content, social media, print collateral and promotional materials.
- Preparing artwork for print and digital production, ensuring files meet technical specifications and brand standards.
- Designing visual assets that support storytelling and audience engagement across multiple platforms.

Campaign and programme support

- Supporting the delivery of exhibition and programme campaigns by producing design assets for web, email, social media and print.
- Working with the Communications Manager and Digital Content Officer to ensure campaign materials are visually cohesive across channels.

Brand and visual identity

- Applying the Whitworth and University visual identity guidelines consistently across communications outputs.
- Contributing to the development of design templates and visual systems that strengthen the Whitworth's brand.
- Supporting the implementation of University of Manchester brand developments by interpreting updated guidelines and applying them across Whitworth communications materials and campaign outputs.

Collaboration and workflow

- Working with colleagues across curatorial, programming and engagement teams to interpret briefs and deliver effective design solutions.
- Managing design workflow to ensure assets are delivered on time and to a high standard.
- Representing the Audiences and Communications team in cross-departmental meetings and The University of Manchester design meetings as required.
- Building positive working relationships with internal and external partners to facilitate effective content production.

Other

- Maintaining awareness of trends and developments in design.
- Undertaking professional development and training as appropriate.
- Support occasional evening or weekend work aligned to exhibition launches or public events (with time off in lieu).
- Undertaking any other duties commensurate with the grade of the post.

Person Specification

Essential knowledge, skills and experience

The post-holder should:

- Demonstrate strong design skills with experience producing visual content across both print and digital formats.
- Have experience using Adobe Creative Suite (particularly InDesign, Illustrator and Photoshop).
- Demonstrate strong typography, layout and visual communication skills.
- Be able to interpret design briefs and translate them into effective visual solutions.
- Have good organisational skills and the ability to manage multiple tasks and deadlines.
- Be able to work collaboratively with colleagues from a range of disciplines.
- Demonstrate attention to detail and commitment to high-quality design output.

- Possess a good standard of education, usually to degree or HND level, ideally in graphic design or a related discipline.
- Have good written and verbal communication skills.
- Demonstrate an interest in contemporary culture, arts or creative organisations.
- Show a commitment to equality, diversity and inclusion and to representing diverse audiences through visual communications.

Desirable knowledge, skills and experience

- Experience working in a cultural, arts, museum or higher education environment.
- Experience producing design for digital and social media platforms.
- Experience creating simple motion graphics or video assets.
- Familiarity with asset management systems or digital publishing platforms.
- Experience working with external suppliers such as printers or photographers.

Key Behaviours

One University: A 'One University' approach, whereby we break down silos and work collaboratively towards furthering the University's strategic goals, vision and values.

Freedom of Speech and Academic Freedom: Support the University's commitment to securing and actively promoting the importance of free speech and academic freedom within our community.

Service Excellence: Committed to prioritising service excellence and high performance to deliver great people-centred experiences.

Agility: Demonstrate a commitment to agility and continuous improvement by embracing change, championing innovation, and being flexible and forward thinking to adapt.

Sustainability: A sustainable approach that safeguards the University of the future by championing environmental practices, advancing digital capability, and supporting financial stability and philanthropic initiatives.

Inclusion: Support the University's ambition to create an inclusive place to work where every person matters, demonstrating a commitment to non-discriminatory conduct and respect for others, and fostering a University where people feel deeply connected to each other, to Manchester, and to the wider world.

Social Responsibility: Promote and champion the University's social responsibility ambitions to advance social inclusion, prosperous communities, better health, and cultural engagement.