

## INSTITUTE OF CONTEMPORARY ARTS (ICA): JOB DESCRIPTION

<b>Job Title:</b>	Graphic Designer
<b>Reporting to:</b>	Head of Marketing, Communications and PR (Marcomms) and the ICA Design Consultant
<b>Contract:</b>	Permanent, 24 hours per week
<b>Salary</b>	£26,000 per annum
<b>Location:</b>	London

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### INSTITUTE OF CONTEMPORARY ARTS

The Institute of Contemporary Arts (ICA) was founded in London 74 years ago – and our progressive model is constantly adapting to our world today. Our agenda-setting programme continues to position artists and thinkers at the centre of all our activities: as partners, participants and audiences.

The ICA has historically anchored its programme within the socioeconomic conditions of our times. As we face some of the most complex ecological, economic and social-justice challenges ever seen, both nationally and globally, this critical approach is needed more than ever. The ICA is invested in our progressive vision of an organisation where different cultural modes of production – exhibitions, performance, cinema and film, theatre, music, architecture, design and more – support and thrive on engagement with each other.

### PURPOSE OF THE POST

The main responsibilities of the Graphic Designer are to maintain and develop the ICA's existing graphic identity across all physical and digital formats, in close collaboration with the Head of Marketing, Communication & PR and the rest of the Marcomms team. The role will also be overseen by the ICA Design Consultant, who was responsible for establishing the current identity in 2017. The goal is to engage a wide range of audiences in the activities of the ICA, drive attendance, sales and membership, advance its commercial ambitions, and to build brand awareness and loyalty.

Since March 2020, in response to the Covid-19 pandemic, like most of the arts and culture sector, the ICA's doors have been closed and all our activity has been moved online; key programmes including the ICA Daily bulletin and the recently launched digital platform, Cinema 3, managed by the Marcomms team. Digital programming, alongside relaunching the in-venue programme will be a key focus for the Graphic Designer.

Upon reopening, the ICA will present a new exhibition together with other organisation-wide improvements currently in development. Communication of these activities will be central to the postholders responsibilities from the outset.

The Marcomms team is comprised of talented employees and freelancers across multiple roles, from design, campaign management, social media, copywriting, membership CRM and website development. The Graphic Designer will work closely with the Marcomms team to support the various programmes, and will liaise with other relevant departments – Membership, Development, Technical, Bookstore, Editions and so on – as necessary to support their activities.

The Graphic Designer will also be responsible for overseeing and sometimes building web pages, emails and social media formats, ensuring they meet with established and developing standards.

## **KEY TASKS AND RESPONSIBILITIES**

- Work closely with the Head of Marketing, Communications and PR (Marcomms) and the ICA Design Consultant to maintain and develop the ICA's graphic identity, towards communicating activities, building audiences, and advancing commercial aims.
- Liaise, as necessary, with other departments towards supporting their activities across numerous formats, including building signage and other site-specific material, exhibition graphics, in-house-produced ephemera, development outreach projects, lobby monitors, invitations, posters, stationary and other printed matter such as booklets, pamphlets and leaflets.
- Oversee the design and typography of web pages, emails and other digital media, including both checking and refining others work, and occasionally building/assembling web pages, emails, and social media formats.
- Ensure that all materials adhere to the ICA Style Guide, and play a role in its ongoing development.
- Coordinate with freelance staff, where relevant, to work on specialised tasks such as programming email templates, producing information graphics and other illustrated material, and occasional audio-video material, e.g. cinema opening credits, promo videos.
- Work within allocated budgets and ensure best practice.

## **PERSON SPECIFICATION**

### **Essential Criteria**

- Significant proven experience of working on cross-departmental graphic design for arts institutions.
- Familiarity with the ICA's current graphic identity and ability to maintain high typographic standards
- Proven experience of Adobe Creative Suite
- Proven experience of using website CMS and email softwares.
- Proven experience of of print and digital design generally, including best practice with evidence of the ability to drive engagement across channels.
- Excellent oral and written communication skills.
- Sound financial acumen, existing experience of managing budgets.
- Demonstrated ability to be creative, proactive and innovative.
- Availability outside normal working hours to attend events, openings and meetings.

*The above list is not exclusive or exhaustive and the post holder will be required to undertake such duties as may reasonably be expected within the scope of the post. All members of staff are required to be professional, co-operative and flexible in line with the needs of the post, Department and the ICA.*

*Job descriptions are reviewed regularly and at least prior to the annual appraisal, if applicable to ensure they are an accurate representation of the post.*

*The Institute of Contemporary Arts is committed to up-holding the Equality Act 2010 and encouraging equality and diversity within our workforce and all opportunities provided by the ICA.*

*We encourage applications from all backgrounds, communities and industries, and we are committed to having a team that is made up of diverse skills, experiences and abilities. We actively encourage BAME and disabled applicants and value the positive impact that difference has on our teams. Whilst some of our offices have barriers to access, we are taking steps to resolve these, and in the meantime continue to encourage interest from applicants who require reasonable adjustments within the workplace.*

I have read and understood and accept the responsibilities listed in this Job Description and that the ICA reserves the right to vary these duties as described at any point in time, to keep in pace with the changing needs of the organization.

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Employee

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Date