



Harlequins are the reigning Double English Champions across Men's and Women's rugby. Founded in 1866, Harlequins is an iconic rugby club recognised around the world and is proud to be a founding member of the RFU, boasting more Presidents than any other club, as well as a healthy dose of Men's and Women's international players. It holds one of the most well-known brands in rugby, and its famous Quartered shirt is the third most recognised rugby kit in the World behind the All Blacks and The British and Irish Lions.

Off the pitch, Harlequins lead the league in engaging marketing and communications campaigns that are helping us appeal to new supporters and grow the Club and we're on track to shortly become the #1 followed Club in the league. Critical to achieving our vision is expert maintenance and growth of our brand, whilst delivering high quality, dynamic design assets to capture the imagination and attention.

Job Title:	Designer
Company:	Harlequin FC
Reporting to:	Marketing Manager
Hours of Work:	Monday – Friday: 09:00 – 17:00
Duration:	Permanent
Salary:	£23-25k
Start Date:	Immediate start
Location:	Twickenham Stoop Stadium
Role Purpose:	To develop and adapt assets for marketing & communication to fans

Key roles and responsibilities

- To collaborate with external creative agency ideas to take their creative concepts for major marketing campaigns and then roll out the artwork for use on Quins channels in the various formats and sizes required e.g. Seasonal Membership campaign. This will include promotional and media assets, stadia and venue branding, email assets, printed resources, programmes and social media graphics.
- To lead the in-house design and development of creative assets ad-hoc and smaller Marketing, Communication and Digital campaigns across Quins channels and platforms – creating high quality artwork and assets in a timely manner to fulfil stakeholder and campaign needs.
- Working closely with the Marketing Manager and wider marketing team to act as brand guardian, define and refine Harlequins brand toolkit.
- The go-to team member for all Harlequins design and brand asset requests and supporting implementation of the brand on a day to day level.
- Define internal briefing processes, interpreting briefs and specifications to create visual designs and concepts.
- Supporting colleagues in shaping campaign design briefs to external agencies and collaborating across key stakeholders to support the delivery of agreed plans.
- Able to identify and advise on the right format of layout, style, colour selection, motion, typography, graphics and even audio/video where appropriate to portray information, including promotional and media assets, stadia and venue branding, email assets, printed resources, programmes and social media graphics.
- Managing and delivering all artwork projects including distributing work and managing any creative designer/ agency stakeholders.
- Work in collaboration with key stakeholders including Commercial, Women's team, Community and Foundation teams to support the development of creative assets and aligning to the Harlequins brand and campaigns when required.





- To act as a brand ambassador for Harlequins, championing the Club and driving collaboration and engagement both inside and outside the organisation.
- Execute additional tasks as required in order to meet the Club's changing priorities.

Knowledge

- Knowledge of best in class design practice and trends across web and mobile
- Able to use a wide range of design techniques and concepts, think creatively, and devise new ways of using design to appeal to new audiences
- A good understanding of brand management

Experience

- At least 4 years relevant design experience
- Experience in digital design including print, digital, dynamic html email, animation and video
- Project Management experience
- Passionate about delivering best in class creative that appeals to a diverse local and global audience
- Interest in sport (in rugby not essential but desirable)

Technical Skills

- Excellent skills on Illustrator and Photoshop
- A creative flair with the ability to interpret a design brief and deliver excellent and innovative creative assets and adapt /artwork across platforms and channels

Behaviours

- Teamwork – A true team player – cooperative, friendly and eager to work for an elite professional sports club, working closely with most areas of the Club.
- Multi tasking - Capable of managing multiple tasks under time pressure
- Attention to detail - Highly organised with a real attention to detail and quality focus
- Planning and organizing - Organises and schedules events, activities and resources. Monitors timescales and plans
- Results orientation - Focuses on desired results and sets and achieves challenging goals
- Proactive attitude – continuously looking for ways to improve existing operations and processes, as well as grow skills and develop the role in line with business needs

Harlequins is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

Please email your CV to jobs@quins.co.uk

Only applicants to be invited for interview will be contacted.

