



Preston North End First Team Training Ground  
Euxton Lane  
Euxton  
Chorley  
PR7 6FA

## Job Specification

### JOB INFORMATION

#### AVAILABLE POSITION

Preston North End FC

#### WHO WE ARE

Preston North End Football Club is a professional football club in Preston, Lancashire, whose first team currently play in the English Football League Championship. Preston North End stadium is situated in the heart of Preston, Deepdale. The Club operates over five sites to incorporate the first team, the academy team, the Preston North End Community and Education Trust (PNECET), the administration team and the stadium. The majority of the sites are in Preston and one in Euxton, Chorley. Preston North End FC was officially formed in 1880 and was a founder member of the Football League in 1888. Our aspirations are to achieve promotion and play in the Premier League and we want you to help us get there.

Football is a unique industry. Working in football is a dream for many people, if it is your dream then you will experience football life behind the scenes. You will be based at the club's head office at Euxton, Chorley.

#### JOB SUMMARY

Preston North End FC are looking to appoint a hardworking, enthusiastic, self-motivated Graphic Designer who can work on their own or as part of a team.

The successful candidate will join the Club's media team, to help with production of all media and marketing materials for the football club in line with its brand guidelines and to help the production of quality creative content for output via the club's media channels.

#### DEPARTMENT & TEAM

Media Department

#### SALARY

Dependent On Experience

#### CLOSING DATE

Wednesday 1<sup>st</sup> June, 5pm

#### HOW TO APPLY

The closing date for this position is 5pm on Wednesday 1<sup>st</sup> June 2022, applications can be sent via email to [jobs@pne.com](mailto:jobs@pne.com) or via

	<p>post. Please include the job reference PNE-1130.</p> <p>Please fill out the application form and send along with a covering letter via email to <a href="mailto:jobs@pne.com">jobs@pne.com</a>, clearly stating reference PNE1130.</p> <p>Please also fill out the equal opportunities monitoring form and return to the address below in a sealed envelope. The required forms can be downloaded on the club website.</p> <p>FAO Business Operations and HR Manager Preston North End Football Club Sir Tom Finney Way Preston PR1 6RU</p> <p><b>Interview Dates</b></p> <p>Interviews will take place on Friday 10<sup>th</sup> June or Monday 13<sup>th</sup> June.</p> <p>The role is subject to two work references covering a period of five years previous working history.</p>
<b>LOCATION</b>	Preston North End First Team Training Ground, Euxton Lane, Chorley
<b>WORKING HOURS</b>	Monday to Friday 9am until 5pm, some out of hours work to suit the business, including weekends and bank holidays may be required.
<p><b>WHAT YOU CAN EXPECT IN RETURN</b></p> <ul style="list-style-type: none"> <li>• Further training and development opportunities.</li> <li>• Access to staff discounts.</li> <li>• Two complimentary season tickets.</li> <li>• Onsite parking.</li> </ul> <p>You will also benefit from working with an outstanding team of accomplished professionals across a range of diverse, exciting, and varied departments.</p> <p>Preston North End boasts many strong role models and has a culture of excellence, passion, unity, and respect.</p> <p>Find out more by visiting our website: <a href="http://www.pne.com">www.pne.com</a></p>	
<b>JOB REFERENCE</b>	PNE1130

<b>POSITION IN THE ORGANISATION</b>	
<i>Specify who the job holder reports to</i>	Head of Media

<i>Specify who reports to the job holder</i>	N/A
<i>Specify who the job holder interacts with in the course of carrying out the role</i>	Primarily Head of Media and Club Journalist, but relationships with other departments will also be key.

## RESPONSIBILITIES AND DUTIES

- To produce editorial and marketing assets for both online and off-line materials.
- To design commercial assets across a broad range of channel applications keeping true to the brand and the campaign and promotions concepts including online banners, leaflets, screen adverts, animated GIFs and HTML5 assets.
- To assist in the production of graphics for the club's online channels. This will include creating bespoke assets from scratch to demonstrate the goals and values of the football club
- To develop design solutions for non-campaign collateral which may include: social media graphics, website images, programme adverts, video animations, stationary, signage and venue branding, event displays, newsletters etc.
- To ensure all work is consistent and conforms to brand guidelines.

## CORE KNOWLEDGE AND SKILLS REQUIRED

### Essential Requirements

- Educated to degree level or equivalent, preferably in graphic design, multi-media or similar.
- Qualification in graphic design or Adobe Suite (Illustrator, InDesign or Photoshop).
- Excellence in Adobe Suite (in particular Illustrator, InDesign or Photoshop).
- Knowledge of working with motion graphics in Adobe After Effects.
- The ability to work as part of a small team, but also alone on projects when needed.
- Excellent communication skills.
- Competent in IT with knowledge in Word, Excel and Outlook as a minimum.
- Full knowledge and use of a wide range of social media and how graphics can be used to engage and grow an audience.
- Understanding of themes and the news agenda in sport, particularly football.
- A portfolio demonstrating great design and idea generation.
- An ability to interpret a brief.
- Ability to maintain absolute discretion in all aspects of work.
- Passionate about design, art, digital trends and video.

	<ul style="list-style-type: none"> <li>• A sharp eye for detail.</li> </ul>
<b>Desirable Requirements:</b>	<ul style="list-style-type: none"> <li>• Full driving licence with own car.</li> <li>• Demonstrable skills in Adobe After Effects.</li> <li>• Knowledge and experience of working with motion graphics.</li> <li>• Experience of shooting still and moving pictures across a range of devices would be an advantage.</li> <li>• Preparedness for working long and unsociable hours, particularly weekends, Christmas and other Bank Holidays if required.</li> <li>• Knowledge of the EFL Digital platform.</li> <li>• Experience of video editing and production and work within multi-media setting.</li> </ul>
<b>Experience</b>	Experience in a sporting environment is desired, but not essential; however, experience of working as a designer in a fast-paced reactive environment is essential.

The above job description is not intended to be exhaustive, the duties and responsibilities may therefore vary over time according to the changing needs of Preston North End.

### **Equality, Diversity and Inclusion Statement**

Deepdale stadium, the home of Preston North End Football Club, is one of the most iconic buildings in the city of Preston, with the ability to house over 20,000 people. The influence a football club can have on its local community cannot be underestimated and with the potential footfall within our stadium and associated premises, we have the opportunity to positively increase connections with our fan base and wider communities when equality, diversity and inclusion is held at the core of all of our operations.

Whether you're a player, official, employee volunteer, spectator or visitor, Preston North End welcomes people from all backgrounds and are committed to preventing and eradicating all forms of discrimination, whether this be on the grounds of sex, sexual orientation, race, age, disability, religion or belief, pregnancy and maternity, gender reassignment and marriage or civil partnership status.

The Club's Equality Working Group and the Community and Education Trust are working towards making Preston North End as accessible as possible to all, removing barriers and providing opportunities to engage with diverse communities. The club has a zero tolerance policy on any form of hateful or discriminatory behaviour and encourages anybody who witnesses any such behaviour to report this to the club using any of the methods available. Please visit [PNE.com](https://www.pnefc.net/club/equality-diversity/) for more information. (<https://www.pnefc.net/club/equality-diversity/>)

We all have a shared interest and passion in seeing the success of Preston North End. Football is for everyone and should be enjoyed by all who wishes to participate in it.

### **Health & Safety**

You are reminded that you have a statutory duty to observe all Health & Safety rules and take reasonable care to promote the Health & Safety at work of yourself and fellow employees.