

## Creative Designer – Brand and Visual Content

Royal Society of Medicine | London/Hybrid | Full-time

**A blend of office and home working is anticipated with this role – approximately 2 days in the office although, more frequently when required for events.**

### Purpose of Role

We're looking for a creative designer to evolve and execute the RSM's visual identity. You'll lead on delivering and evolving the new visual identity via visual storytelling and the creation of impactful content across digital and print channels. This role blends creativity and hands-on design execution to ensure the RSM's visual voice is distinctive, consistent and compelling.

### Brand and identity

- **Visual identity:** Own and evolve the brand's visual identity including colour palette, typography, logo usage and design principles — ensuring consistent application across all platforms.
- **Brand champion:** Partner with teams across the organisation to embed brand knowledge, provide creative guidance and uphold brand standards.

### Design and visual content

- **Multi-platform design:** Create high-impact visual assets across web, social, print, events and presentations that elevate the brand and engage audiences.
- **Creative direction:** Collaborate with internal teams and external partners to deliver high-quality, conceptually strong designs that align with campaign and organisational goals.
- **Website and digital design:** Support the development of website visuals, landing pages and digital experiences that enhance engagement and usability.
- **Asset development:** Design and curate templates, toolkits and collateral to empower teams and ensure brand consistency.

### Photography, illustration and motion

- **Visual storytelling:** Lead the creative direction for photography, illustration, animation and motion design that brings the brand narrative to life.
- **Image library:** Manage and expand RSM's image bank, ensuring it reflects brand values and audience diversity.
- **Photoshoots:** Plan and direct photoshoots, maintaining compliance with consent and GDPR standards.

### Video and animation

- **Video production:** Oversee end-to-end video creation — from concept and scripting to filming, editing and post-production.

- **Motion design:** Develop engaging motion graphics, animation and kinetic typography to enhance storytelling.
- **Content creation:** Capture authentic interviews and stories that highlight RSM's impact and connect with audiences emotionally.

## **Skills and experience**

### **Essential**

- Proven experience as a multidisciplinary designer with a strong, creative portfolio spanning branding, digital design and motion.
- Expert knowledge of Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects).
- Strong understanding of design principles, typography, colour, layout and composition.
- Experience in video production, editing and post-production (audio, colour grading, motion graphics).
- Skilled in photography direction and imagery management, including developing image libraries.
- Ability to translate briefs into clear, engaging visual concepts.
- Excellent project management skills — comfortable managing multiple projects and deadlines.
- Strong collaboration and communication skills, with the ability to guide and influence internal teams.
- High attention to detail, with a drive for creative excellence and consistency.

### **Desirable**

- Proficiency in designing digital experiences
- Experience delivering training or mentoring colleagues in creative tools or brand implementation.
- Knowledge of accessibility and inclusive design principles.
- Understanding of audience segmentation and design for diverse communities.
- Experience with photography and video shoots (planning, directing, editing).
- Familiarity with tools beyond Adobe (e.g., Figma, Canva, DaVinci Resolve, or other motion tools).