



Graphic Design & Creative Content Officer

Big Hearts Community Trust

Reporting to: Head of Marketing and Communications

Location: Tynecastle Park, Edinburgh, EH11 2NZ. Open to hybrid working.

Contract: Permanent

Hours: Full-time, 35 hours per week - open to flexible working. Some evenings and weekends required.

Salary: £25,000 - £28,000 per annum

Closing date: Monday 13th July, 5pm

Big Hearts Community Trust, the award-winning charity of Heart of Midlothian FC, is looking to recruit a Graphic Design & Creative Content Officer.

This is a great opportunity for an experienced graphic designer to develop their career within a growing non-profit organisation linked with a Scottish Premiership football club.

We welcome applications from individuals from various backgrounds who have a proven record that will contribute to the charity's success and sustainability.

Please look at the full job description and application process further below.

ROLE AND MISSION

Purpose of the role:

The Graphic Design & Creative Content Officer will be involved in producing engaging, consistent and impactful content to support the charity's mission and long-term goals.

This new role primarily focuses on delivering brand design assets for print, digital and broadcasting in order to support income generation, service delivery and engagement with our stakeholders.



As part of the Marketing and Communications Team, you will also help implement a clear and robust creative approach which elevates the Big Hearts' brand and strengthens the charity's reach and recognition across the community.

This is a creative and collaborative role, working closely with staff members across the charity, external partners and counterparts within the football club.

Main responsibilities:

Graphic design

- Bring design briefs to life in a variety of formats
- Manage a pipeline of design work for print and digital
- Produce branded visual assets such as signs, merch, banners, adverts
- Resize assets for social media, matchday, newsletter, digital platforms etc.
- Send artwork files to external printers and suppliers
- Create flagship printed publications, including our annual impact report
- Develop our range of marketing resources incl. posters, guides, presentations

Brand consistency

- Apply accurately and efficiently the brand across print and digital materials
- Support the adoption of our brand guidelines by all staff and partners
- Develop visual concepts for strategic campaigns, events or community initiatives
- Offer creative insights to strengthen brand recognition across social media

Creative content

- Produce engaging and impactful visual content for a variety of stakeholders
- Adapt creative concepts across website, social media, fundraising channels
- Edit short videos with animated text, transitions, and branded elements
- Capture photos at projects, match day initiatives and events
- Plan ahead to meet deadlines and content production requirements

Marketing & Comms strategy

- Liaise with Communications & Marketing Staff to identify objectives and priorities
- Suggest design-based solutions to support Income and Delivery departments
- Help develop our image library and bank of branded materials
- Follow internal processes including safeguarding, media consent and AI policy

Support & development

- Regular one-to-ones with your line manager
- Training budget allocated to your professional development
- Expenses for memberships to professional networks & events

Main benefits

- 32 days annual leave
- Additional paid time off during Christmas shutdown
- 4% Employer pension contribution
- Health cover benefits provided by Healthshield

PERSON SPECIFICATION

Essential

- Professional degree in graphic design or related field
- A creative mind and a passion for storytelling through visual media
- Proven experience in articulating a brand across print and digital assets
- Proven experience in creating artwork files for print
- Proven experience in video and photo editing
- Proficiency in design software, including Adobe Creative Cloud
- Proficiency in Microsoft suite 360
- Excellent verbal and written communication skills
- Excellent organisational skills and ability to prioritise workload
- Strong understanding of layout composition
- Strong understanding of aesthetic design
- Strong understanding of typography

Desirable

- Experience in videography and photography
- Experience working or volunteering for a non-profit organisation
- Knowledge of accessibility standards in communications
- Awareness of the football landscape in Edinburgh and/or Scotland
- Personal interest, or life-experience, in one of our key-areas of work



ADDITIONAL INFORMATION

- Hybrid & flexible working available - which will be discussed to suit both parties.
 - Applicants must be eligible to live and work in the UK.
 - This role is subject to PVG scheme disclosure, which will be paid by Big Hearts.
 - Two satisfactory references will be requested upon any offer of employment.
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HOW TO APPLY

Please email recruitment@bighearts.org.uk with:

- A written note of interest detailing your reason to apply for this role and how your profile would make a good fit.
- A CV and a Portfolio showcasing examples of recent creative and design work: this can include documents, media files and URLs; and should demonstrate your skills and experience relevant to the position.

Your ability to demonstrate a proven record in one or more areas of responsibilities is essential to be considered for this position.

The deadline for applications is **5pm on Monday 13th July 2026**.

If you have any questions about the role, or the recruitment process, please email recruitment@bighearts.org.uk

Big Hearts is committed to equality of opportunity for all staff, and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, marriage and civil partnership, pregnancy and maternity, sexual orientation, race and religion or belief.



ORGANISATION PROFILE

Big Hearts Community Trust is an award-winning charity based at Tynecastle Park, South West Edinburgh. We are the official charity of Heart of Midlothian football club and we use the power of the club badge, and football, to change lives.

Our mission is to offer adults and children free opportunities to help them live a safe and fulfilling life. Big Hearts works across three main areas: Mental Health, Social Connections and Equality.

Since 2015, Big Hearts has teamed up with local organisations and specialist partners to identify needs, build and deliver activities that add value to the communities we serve.

More information about our charity and our work at www.bighearts.org.uk

Registered charity no 037311.

