



**Watford Football Club Job Profile**

Job Title	Graphic Designer	Date Prepared	Jan 2026
Job Holder		Grade	Staff
Reports to	Head of Communications (overall) Designer Manager (day to day)	Salary Guide	£26,000 - £30,000pa
Direct reports	None	Location	Training Ground

**Job Purpose**

The purpose of this job is to provide a key resource within the club's in-house design team, which serves all departments and individual colleagues.

There will be a need to work to tight and occasionally seemingly unfeasible deadlines in an exciting, fast-paced, relentless and volatile environment – while all the time keeping a positive mindset and a sense of fun and enjoyment in a role which gives the chance to interact right across the business.

The design team falls within the organisational structure which includes colleagues who are responsible for communications, events, membership services and ticketing. This team dovetails with the marketing team to drive supporter engagement across all digital communications platforms.

**Key Result Areas / Skills**

- To create and deliver design/artwork that communicates Watford FC to best effect to a wide-range of audiences - including fans, the wider local community, business clients, external media and other audiences as necessary.
- To liaise with all departments to understand their requirements and ideas and provide design solutions.
- To manage the overall design process - from initial ideas and concepts to completion of final product, ensuring designs are completed within set timescales.
- To build and maintain relationship with printers, ensuring the best quality and price.
- To help in the managing and updating of the Watford FC brand guidelines, ensuring any artwork designed adheres to them.
- To research latest design trends and fashions to enable Watford FC material to be at the cutting-edge of the football industry in its look & feel.
- To champion Watford Welcomes values and contribute to all Equity, Diversity & Inclusion (EDI) activities. To be responsible for your own behaviour and act in a manner that avoids and discourages any form of discrimination or harassment; to comply with WFC's Equal Opportunities Policy.
- Safeguarding and promoting the welfare of children & adult across the business, ensuring that club policies, procedures and practices in regard to safeguarding are followed at all times.
- Ad hoc duties required by the Head of Communication and or Management team to meet the needs of the business.



## **Knowledge, Skills and Experience Required**

### **Essential:**

- Work-experience/internship experience within graphic design
- Experience in using Adobe Creative Suite software; Photoshop, After Effects, InDesign, and Illustrator
- Experience in using other basic computer software such as Microsoft Office suite
- Have excellent organisational and time management skills
- Ability to multi-task in a fast pace ever changing environment
- Ability to anticipate and prioritise workload
- Full UK driving licence or ability to travel to various locations due to the demands of the role
- Understanding of the Clubs commitment to EDI & Safeguarding

### **Desirable:**

- Experience of working within a similar role
- Photography; typically, human portrait and still image work
- An understanding of the print process, from screen to page

## **Essential Behaviours**

### **Primary behaviour: Creating & Conceptualising**

Open to new ideas and experiences. Seeks out learning opportunities. Handles situations and problems with innovation and creativity. Thinks broadly and strategically. Supports and drives organisational change.

#### **1. Competency: Formulating strategies & concepts**

- a. Works strategically to realise organisational goals
- b. Sets and develops strategies
- c. Identifies and develops positive and compelling visions of the organisation's future potential
- d. Takes account of a wide range of issues across and related to the organisation

### **Primary behaviour: Organising & Executing**

Plans ahead and works in a systematic and organised way. Follows directions and procedures. Focuses on customer satisfaction and delivers a quality service or product to the agreed standards.

#### **2. Competency: Planning & organising**

- a. Sets clearly defined objectives
- b. Plans activities and projects well in advance and takes account of possible changing circumstances
- c. Manages time effectively
- d. Identifies and organises resources needed to accomplish tasks
- e. Monitors performance against deadlines and milestones

### **Primary behaviour: Leading & Deciding**

Takes control and exercises leadership. Initiates action, gives direction and takes responsibility.

#### **3. Competency: Deciding & initiating action**

- a) Makes prompt, clear decisions which may involve tough choices or considered risks
- b) Takes responsibility for actions, projects and people



- c) Takes initiative, acts with confidence and works under own direction
- d) Initiates and generates activity

**Primary behaviour: Enterprising & Performing**

Focuses on results and achieving personal work objectives. Works best when work is related closely to results and the impact of personal efforts is obvious. Shows an understanding of business, commerce and finance. Seeks opportunities for self-development and career advancement.

**4. Competency: Entrepreneurial & commercial thinking**

- a) Keeps up to date with competitor information and market trends
- b) Identifies business opportunities for the organisation
- c) Demonstrates financial awareness
- d) Controls costs and thinks in terms of profit, loss and added value

**Primary behaviour: Interacting & Presenting**

Communicates and networks effectively. Successfully persuades and influences others. Relates to others in a confident and relaxed manner.

**5. Competency: Relating & networking**

- a) Establishes good relationships with customers and staff
- b) Builds wide and effective networks of contacts inside and outside the organisation
- c) Relates well to people at all levels
- d) Manages conflict
- e) Uses humour appropriately to enhance relationships with others

**Desirable Behaviours**

**Primary behaviour: Adapting & Coping**

Adapts and responds well to change. Manages pressure effectively and copes well with setbacks.

**6. Competency: Coping with pressures & setbacks**

- a) Works productively in a high pressure environment
- b) Keeps emotions under control during difficult situations
- c) Balances the demands of work life and personal life
- d) Maintains a positive outlook at work
- e) Handles criticism well and learns from it

**Primary behaviour: Interacting & Presenting**

Communicates and networks effectively. Successfully persuades and influences others. Relates to others in a confident and relaxed manner.

**7. Competency: Presenting & communicating information**

- a) Speaks clearly & fluently
- b) Expresses opinions, information and key points of an argument clearly
- c) Makes presentations and undertakes public speaking with skill and confidence
- d) Responds quickly to the needs of an audience and to their reactions and feedback
- e) Projects credibility

**Primary behaviour: Analysing & Interpreting**



Shows evidence of clear analytical thinking. Gets to the heart of complex problems and issues. Applies own expertise effectively. Quickly learns new technology. Communicates well in writing.

**8. Competency: Analysing**

- a) Analyses numerical data, verbal data and all other sources of information
- b) Breaks information into component parts, patterns and relationships
- c) Probes for further information or greater understanding of a problem
- d) Makes rational judgements from the available information and analysis
- e) Produces workable solutions to a range of problems
- f) Demonstrates an understanding of how one issue may be a part of a much larger system

**Primary behaviour: Enterprising & Performing**

Focuses on results and achieving personal work objectives. Works best when work is related closely to results and the impact of personal efforts is obvious. Shows an understanding of business, commerce and finance. Seeks opportunities for self-development and career advancement.

**9. Competency: Achieving personal work goals and objectives**

- a) Accepts and tackles demanding goals with enthusiasm
- b) Works hard and puts in longer hours when it is necessary
- c) Identifies development strategies needed to achieve career goals and makes use of developmental or training opportunities
- d) Seeks progression to roles of increased responsibility and influence

**OneClub Responsibilities:**

**Health and Safety**

- To take responsibility for your own health, safety and welfare, ensuring compliance with Watford Football Club's Health and Safety Policy, procedures and safe systems of work.

**Training & Development**

- To undertake all reasonable training, learning and development activity designed to support you in your role.

**Equality, Diversity & Inclusion (EDI)**

- To champion Watford Welcomes values and contribute to all EDI activities. To be responsible for your own behaviour and act in a manner that avoids and discourages any form of discrimination or harassment; to comply with WFC's Equal Opportunities Policy.

**Safeguarding**

- To be responsible for promoting a safe, enjoyable and secure environment for all and ensuring that you read and understand the safeguarding policies and procedures in place at Watford FC.

This document is a guide only and should not be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in the light of changing needs of the organisation.

**Job Description Agreement**

Job Holder's Signature:

Date:

Manager's Signature:

Date: