

BRITISH FASHION COUNCIL

Job Title: Graphic Designer

Department: Creative / Brand

Reports to: Head of Creative

Direct Line Reports: n/a

Location: Hybrid. Our office is currently based at: Soho Works 180 Strand, Temple, London, WC2R 1EA

Type: Full time. 3 working days in the office. Standard company working hours are 09.30 to 17.30, flexibility and non-standard hours are required during events.

ABOUT THE BFC

The British Fashion Council (BFC) is a not-for-profit organisation dedicated to enabling the growth and global influence of British fashion. By convening the industry, investing in talent and delivering world-class cultural platforms, the BFC supports designers to build sustainable businesses while championing innovation, diversity and responsible practice. As a membership-led organisation, it fosters collaboration across creative, commercial and institutional partners to shape a more resilient and internationally competitive fashion sector. The BFC is supported by industry patrons, commercial partners and government funding.

The BFC is committed to being an Equal Opportunities Employer. Diversity, Equality and Inclusion. They're more than just words. We are inclusive. We celebrate and champion multiple approaches and points of view. We believe diversity drives innovation. So together we're building a culture where difference is valued. Our commitment to inclusion drives us forward every day internally and externally. Everyone is welcome, as an inclusive workplace the BFC encourages our employees to bring their true self to work and we commit to develop your skills and advance your careers in a culture of creativity.

BFC ETHOS AND VALUES:

The British Fashion Council exists to support, defend and promote British fashion globally. Through the delivery of *BFC Strategy 2030: Access, Creativity, Growth*, we are focused on strengthening the long-term cultural and commercial resilience of the industry.

We believe meaningful impact comes from collaboration, clear purpose and a commitment to excellence. Working as one team, we prioritise initiatives that create real opportunity for designers, build strong partnerships and expand the global influence of British fashion.

At the BFC, we are committed to an inclusive, high-performance culture where talent can grow, ideas are shared openly and innovation is supported by practical action. Our ambition is to create the conditions that enable creativity to thrive alongside sustainable business success.

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THE ROLE

We are looking for a highly creative and detail-oriented Graphic Designer to produce high-quality visual assets across digital platforms, bringing the BFC brand to life in a consistent, contemporary and engaging way. Working closely with the Head of Creative and cross-functional teams, this role will design and deliver content for multiple platforms including social, web, campaigns and key cultural moments, ensuring all outputs align with brand guidelines while resonating with modern fashion audiences.

The Graphic Designer will play a key role in interpreting creative direction and translating it into compelling digital executions, adapting assets for different channels, platforms and formats. This role requires a strong understanding of digital trends, audience behaviour and platform-specific best practice, alongside the ability to work collaboratively with multiple stakeholders and external agencies to deliver best-in-class creative work.

This role will support the successful rollout of BFC Strategy 2030: Access, Creativity, Growth by contributing to the creation of engaging digital content across campaigns, membership, events and key industry initiatives. It is an exciting opportunity for someone who is creatively driven, culturally aware and thrives in a fast-paced, collaborative environment.

Responsibilities

- Design and produce high-quality assets across invitations, social media, web, campaigns, email and key BFC platforms
- Apply and maintain brand guidelines consistently while adapting creative for different channels and audiences
- Translate creative briefs into visually compelling and effective digital outputs
- Adapt and version assets across formats, ensuring optimisation for different platforms (e.g. Instagram, LinkedIn, web, email)
- Collaborate with internal teams (communications, digital, events, partnerships) to deliver integrated campaigns
- Manage amends
- Work with external agencies, freelancers and production partners to develop and deliver best-in-class creative assets
- Provide clear design direction and feedback to external partners to ensure quality and brand consistency
- Engage with multiple stakeholders to understand requirements, feedback and evolving priorities
- Stay up to date with digital design trends, platform developments and audience behaviours, particularly within fashion and culture
- Contribute to the evolution of BFC's visual identity through thoughtful and innovative design, contributing to multiple projects
- Support asset management and ensure files are organised, accessible and version-controlled
- Work efficiently across multiple projects, maintaining high standards under tight deadlines
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Skills & Experience

Essential

- Experience in graphic design and digital design within a creative, fashion, media or cultural environment
- Strong portfolio demonstrating digital-first design across social, web and campaign content
- Proficiency in design tools (e.g. Adobe Creative Suite, Figma or similar)
- Ability to work within defined brand guidelines while bringing creativity and originality
- Strong understanding of digital platforms and how design adapts across channels
- Awareness of current design trends and audience behaviours, particularly within fashion and culture
- Experience collaborating with external agencies or creative partners to deliver high-quality outputs
- Ability to manage multiple projects and respond to feedback effectively
- Strong attention to detail and commitment to high-quality output

Desirable

- Experience designing for campaigns, events or cultural programmes
- Understanding of motion design or basic animation
- Experience working in a fast-paced, multi-stakeholder environment
- Interest in fashion, culture and the creative industries
- Experience contributing to brand development or visual identity evolution

Key Relationships

- Head of Creative and Creative team
- Communications and Digital teams
- Events and Programme teams
- Partnerships and Commercial teams
- External creative agencies, freelancers and production partners

Role Progression

This role offers the opportunity to develop strong creative and digital design capability within a strategic and culturally influential organisation. With strong performance, progression may include senior design responsibilities, ownership of key campaigns or brand areas, or broader creative leadership roles within the organisation.