

Graphic Designer - 12 months

Welsh language skills are essential for this role

Why join S4C?

At S4C, we are passionate about creating a positive, energetic and inclusive work environment that reflects our core values:

At Your Best, Proud of S4C, Celebrate everyone, Go For It.

This is an exciting time to join S4C as a Graphic Designer contributing to a future that inspires, entertains and reflects Wales as a whole as we implement our new strategy - **S4C - More than a TV Channel** - as we expand our viewing with our content and developing our Digital First service.

Job Overview

As a Graphic Designer, you will be responsible for designing a variety of digital and print content for S4C's Brand and Creative department, alongside creating compelling thumbnails for our ever-expanding portfolio of streaming platforms. As a Graphic Designer, you will develop creative and innovative visual solutions that bring messages to life, engage audiences, and enhance relationships between S4C and its stakeholders.

Combining creative judgement and strong typographical skills with excellent asset management skills, you will ensure that imagery across the broadcaster's portfolio is visually compelling, brand-aligned and optimised for audience engagement.

Drawing on your expertise in graphic design and visual communication, you will create, refine and manage visual assets that support programme promotion, audience growth and corporate storytelling across broadcast, streaming, digital and social media platforms.

This is an exciting time to join our creative team as we continue to develop our internal processes for the new future of broadcasting that includes streaming and multi-platform services.

What will you do?

As a Graphic Designer you will:

- Collaborate with a wide range of stakeholders, including production companies, and S4C's internal teams, to deliver effective creative solutions.
- Support the planning and delivery of integrated marketing campaigns across multiple platforms and media channels.
- Generate original creative concepts and engaging designs, accessible and visually impactful layouts using strong typography, imagery and branding principles.
- Create artwork for a variety of channels and formats, including out-of-home, digital screens, building branding and multi-platform campaigns.
- Apply internal and external brand guidelines consistently, ensuring all work reflects S4C's visual identity and maintains high design standards.
- Work closely with internal and external stakeholders to understand project requirements, develop creative responses to briefs, and present design concepts and solutions.

- Use industry-standard design software, including Adobe Photoshop, Illustrator, InDesign and After Effects, to create and deliver high-quality creative assets.
- Apply core design principles such as balance, contrast, hierarchy, alignment and spacing to produce effective visual communications.
- Ensure accuracy and attention to detail in all design outputs, identifying and correcting inconsistencies while maintaining high-quality standards.
- Effectively prioritise workloads, manage multiple projects simultaneously and deliver work to agreed deadlines.
- Design content for a diverse range of audiences, tailoring creative approaches to different platforms and user needs.
- Contribute to the delivery of priority campaigns and seasonal initiatives, including major events, programme launches and corporate activities.
- Liaise with the Marketing team and external production companies to develop key art, promotional assets and campaign materials that support programme marketing and audience growth.
- Create, edit and improve images for S4C's catalogue of programmes in Welsh and English.
- Support the wider graphics and photography team with a range of design requirements, including creating thumbnails, identify and develop photography/most impactful imagery to support programme marketing and audience engagement, create promotional material, design create logos and campaign assets.
- Evaluate the success of your work against agreed objectives, using feedback, data and professional judgement to ensure it delivers meaningful outcomes, value for money and continuous improvement.
- Working for S4C's fairtrade rules when ordering print and merchandise.
- You are expected to undertake any work or other reasonable responsibilities that arise from time to time.

The kind of person we're looking for:

- Someone who can confidently contribute to creative ideas.
- Individual with experience of working to brand guidelines.
- With demonstrable experience of working to tight deadline/schedules, working on multiple projects simultaneously.
- Individual who has experience of working with a wide variety of assets and guidelines.
- Someone who can communicate, coordinate and manage expectations effectively with a wide range of stakeholders; internal and external.
- A curious and agile mindset, with a genuine enthusiasm for exploring new design trends, embracing innovation, and continuously learning new tools and technologies.

You will succeed in this role if:

- You are an experienced Graphic Designer with a passion for creating high-quality, engaging visual content.
- You have strong creative and technical skills (Adobe Suite), with confidence in digital asset creation and image editing.
- You are highly organised, detail-oriented and able to balance multiple priorities while meeting deadlines.
- You have a genuine interest in S4C's content and the audiences we serve.
- You are self-motivated, with a curious and agile mindset and thrive when working independently, while also valuing collaboration and teamwork.

- You enjoy building positive relationships and working with colleagues and stakeholders to bring ideas to life.
- You can communicate effectively in both Welsh and English, adapting your approach to different audiences.

During the first three months you will be expected to:

- Understand S4C's brand identity, style guides, and design standards.
- Proficiently use required design software and work inline with internal workflows.
- Complete assigned design tasks accurately and on schedule.
- Work independently and communicate proactively with the brand and image team, and contribute positively with wider team and other organisational stakeholders.
- Maintain organised project files and adhere to quality standards.
- Communicate progress and any challenges in a timely manner.
- Demonstrate professionalism, reliability, and a positive attitude in line with our organisational values.

You'll also:

- Be aware of S4C's strategy and ensure that you take personal responsibility to follow all our policies and procedures as required which include working within guidance on Health and safety, diversity and inclusion, data protection, financial guidance and so on.
- You will have a strong eye for design whilst understanding how graphics works alongside photography.
- Contribute in a positive way towards culture and delivering on S4C's strategy.
- Contribute to and support the use of the Welsh language in the workplace.
- Collaborate with your line manager and be proactive in managing and developing your own performance.
- Ensure that you work in a positive, collaborative, cross-organisational way, which develops great services for our viewers on all platforms and ensures a positive, energetic and inclusive working environment that treats everyone with respect.

What will you get?

- The opportunity to make a real difference in an organisation that values people.
- Working in a flexible environment within one of our offices in Wales.
- S4C is committed to the personal growth of its employees, offering comprehensive training and development opportunities to improve skills and promote careers. This includes in-house training and continuing professional development programmes where appropriate.
- Access to unique opportunities in the media sector including attendance at events and programme previews, panel discussions and internal updates.
- Employees have the unique opportunity to contribute to the promotion and preservation of the Welsh language and culture through their work.
- S4C offers a Group Personal Pension Scheme with 10% contributed by S4C.
- 26 days of leave gradually increasing to 32 days in 9 years.

For an informal chat about the role please contact pobl@s4c.cymru.

In your application, please ensure that you highlight the skills and experience you have that are relevant to the role listed in the personal specification below and that are in line with our core values. Give clear examples that show why you're a good fit for the job.

Personal Specification

Characteristic	Essential	Desirable
Welsh	Strong Welsh language skills both verbally and in writing.	
Qualifications		Bachelor's degree in Graphic Design or equivalent professional experience.
Experience	Previous experience as a Graphic Designer, with a strong portfolio demonstrating creativity, visual communication and design expertise. Previous of working across a wide variety of projects/campaigns with varied stakeholders. Previous experience of using the Adobe Creative Suite in a professional context. Previous experience of working within a varied and multidisciplined Graphic Design role (e.g. Branding and logo design, Typography and layout design, Colour theory and visual composition, Photo editing and retouching, Digital illustration and creative concepts). Previous experience of working on multiple projects simultaneously, managing stakeholder expectations (internal and external). Previous experience of design and creating social media graphics, Designing marketing materials Editing digital assets and images, Working with photography and visual content, Preparing files for print and digital publishing.	Experience of creating thumbnails for digital platforms. Understanding of the multi-platform media environment. Understanding the Welsh and UK broadcasting landscape.
Skills and Information	Strong communicator in both Welsh and English (verbally and written). In-depth knowledge of Adobe Photoshop, Adobe Illustrator and Adobe InDesign. Good design judgement, with the ability to make informed creative decisions that balance audience	An understanding of Adobe After Effects.

	needs, brand requirements and project objectives. Expert technical knowledge of graphic file and image types Can confidently create and edit visual content and digital assets across a range of platforms and formats (e.g. social media, photography, marketing materials, digital assets). Strong visual communication skills and proficiency in creating and editing digital assets for a variety of audiences and platforms. Excellent organisational skills, with the ability to manage multiple projects simultaneously while delivering accurate, high-quality work to tight deadlines. Proven ability to build positive working relationships and contribute to a successful team environment. Good administrative and organisational skills, with a strong attention to detail Confident user of Microsoft Office 365.	
Personal Characteristics	Enthusiasm and willingness to learn how to use other software packages specific to the maintenance of the department. Planning skills. Strong interpersonal skills. Excellent organisation skills, including the ability to prioritise diverse workloads with competing time limits. Excellent attention to detail and accuracy. The ability to work in a flexible and positive manner.	

	Support equality and diversity in the workplace.	
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Other details

Location:	Carmarthen / Cardiff / Caernarfon (minimum 2 days in an office and continuous office period for the first two weeks for further training- this training is likely to take place in our Carmarthen or Cardiff office(s))
Salary:	£39,403.00 per annum
Contract:	12 months
Working hours:	35.75 per week. we are happy to discuss working hours and to consider applications from applicants who are looking for flexible or part time work. Due to the nature of the job, flexibility, including working outside of office hours, is expected on some weekends and bank holidays.
Holidays:	In addition to the statutory bank holidays, you will be entitled to 26 days of holiday. If you are employed part-time you will receive a pro rata share of the holidays.
Pension:	Salaried staff are entitled to join a Group Personal Pension Scheme subject to the terms of any existing scheme which is amended from time to time. If you are a member of the Group Personal Pension Scheme, S4C will contribute 10% of your basic salary to the Scheme. You are expected to contribute 5%.
Travel:	Occasional travel will be part of the job, usually within the UK

Applications

Application forms should be **sent by 12pm, 1 September 2026**. We do not accept CVs.

Interview Date: 11 September 2026, location to be confirmed.

If you choose to use AI or similar tools, make sure your responses are accurate, honest and reflect your own experience and words. Applications that are not original or generated by AI may be rejected.

During the interview, the use of AI or recording tools is not allowed, unless agreed in advance on the basis of accessibility. Any evidence of unauthorised use may result in your application being withdrawn.

Equal Opportunities and Diversity

S4C does not allow discrimination on the grounds of sex, race, colour, disability, ethnic or socio-economic background, age, family circumstances, marital status or civil partnership, full-time or part-time employees, religion, political viewpoint, sexual orientation, gender reassignment, pregnancy and maternity, use of language (except where the ability to communicate in Welsh is essential to the job) or other irrelevant difference and is committed to working with diversity in a way that is positive to the job.

S4C welcomes and encourages applications from under-represented groups of people, including black and minority ethnic groups and people with disabilities. The principles of fair and open competition shall apply and shall be determined on the basis of merit.

Welsh Skills

Welsh language skills are essential for this role. We are proud to be a Welsh language broadcaster, and we expect all team members to appreciate and respect the language and culture. We support and encourage learning Welsh in the workplace, and we are looking for someone who is open to developing their understanding and appreciation of the language as part of their journey with us. An application submitted in Welsh will not be treated less favourably than an application submitted in English.