

## Freelance design and branding support

---



Are you passionate about the countryside, love the rural way of life and a talented and imaginative designer who can bring their creative flair to the Countryside Alliance?

The Countryside Alliance is a political campaigning force that promotes and protects the rural way of life. As the voice of the countryside, we represent the interests of our members and supporters in parliament, in the media and on the ground. We challenge bias and misinformation, campaign for a sustainable countryside, and educate about the countryside. We are known for our work on wildlife and management in the hunting, shooting and fishing sectors, but our agenda is far broader, incorporating food and farming, local businesses and services and the injustices of poor digital connectivity in the countryside.

The Countryside Alliance has a formidable track record in standing up for rural communities and is looking for freelance design support to elevate our brand and help us and our campaigns stand out in this General Election year.

### **We are looking for a freelance graphic designer to provide support:**

- Translating creative briefs into visually compelling designs in digital and print materials.
- Designing eye-catching graphics for social media, website, and other marketing channels.
- Assisting in the development of brand assets and marketing collateral.
- Delivering campaign materials that are appropriate and resonate with the key audiences of our members, influencers including parliamentarians, journalists and policymakers, and those interested in the rural way of life.
- Ensuring consistency and adherence to brand guidelines across all designs.

### **Examples of design marketing collateral required:**

- Physical: Roller banners, show banners, flyers, brochures, membership communication materials and any other branded material required for events or campaigns.
- Digital: Reports, manifestoes, campaign materials, social media graphics, email templates, website iconography and any other materials required for digital engagement.

### **Overview of brand guidelines:**

- Our graphic elements are the foundations of our visual brand and help us present a clear, coherent and memorable personality to our members and the wider public. This will make our brand stronger and help us connect with more people.
- Countryside Alliance images show natural, real-life people and situations in a dynamic and impactful way. They feel observational rather than staged.
- Our campaigns project a powerful message to promote and protect the countryside. Our tone of voice is clear and confident. The campaign copy is evocative and concise with a clear call to action.

**Person specifications:**

- Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.). Knowledge of other relevant tools and technologies is also beneficial.
- Strong creative flair and the ability to generate innovative ideas.
- Effective time management and the ability to meet deadlines laid out in our campaign plan, however due to the campaigning nature of the organisation there will be some materials required at short notice.
- Strong attention to detail.

Excited about this opportunity? Please send your portfolio showcasing your relevant skills and understanding of rural themes, charges (per hour/day rate/retainer), and an outline of your experience to [sarah-lee@countryside-alliance.org](mailto:sarah-lee@countryside-alliance.org) at the Countryside Alliance.

Join us in standing up for the countryside and give our campaigns a lasting impact through your creativity.