



UNIVERSITY OF LEEDS

## CANDIDATE BRIEF

### Creative Brand Manager, Communications



**Salary: Grade 7 (£33,199 – £39,609 p.a.)**

**Reference: CSCOM1042**

**Interviews are to be held w/c 5 August 2019**

**We will consider job share and flexible working arrangements**

## Creative Brand Manager Communications

**Are you a highly strategic, creative designer able to develop creative solutions and influence all kind of stakeholders? Do you have exceptional motivational and organisational skills, to manage a team of in-house professional designers, together with natural creative ability and meticulous attention to detail?**

We are looking for both strategic and operational support to the Head of Communication Production and the central Marketing team, leading all flagship creative projects and managing creative services, staff and resources.

You will be responsible for the briefing, planning, development and overseeing the delivery of design campaigns predominately for student recruitment materials but also corporate or other externally facing publications. You will need to ensure all outputs produced by the team are of a high quality, relevant, impactful and reflect the University's brand, core messages and are compliant with the University's identity management principles.

Liaising with the Digital and Marketing teams you will ensure collaborative working with key colleagues within the University, to reinforce and develop a coherent creative direction across all marketing platforms and activity, with overall development and delivery of the creative strategy in line with the University's overall Strategic Plan. You will also manage the relationships with the external supplier framework designers. As part of your role, managing the design team, you need to make sure that they keep abreast of new design developments, are challenged and instil a culture of sharing outputs.

You will be the first point of call for advisory design support where possible to colleagues across the University who are working with the internal team or external designers to ensure briefs are accurate and value for money is being achieved.





## What does the role entail?

As a Creative Brand Manager your main duties will include:

- Management and development of a team of professional design and imagery specialists; motivating team members to prioritise and balance workload to meet a variety of conflicting demands and competing timescales;
- Working with the wider Communications and Marketing teams to help to evolve, consolidate and manage a strategic approach to the promotion of the University's brand and campaigns, ensuring consistency through all marketing materials, platforms and activity;
- Playing a key role in articulating and driving content and creative agendas, raising expectations, to deliver consistently high quality work including that supplied by external designers;
- Championing customer relations; keeping all departments and stakeholders informed of project status and deadlines;
- Leading project meetings with clients to provide design input and agree project approach, milestones and deliverables and contribute into how success will be measured;
- Advising the team to develop photography briefs, commission and quality assure photography, and act as creative director on shoots when required;
- Supporting the Communications Production and Marketing team in selection and management of the supplier framework;
- Offering advisory support where appropriate on aspects relating to the University's image library including storage, usage and imagery;
- Pursuing an active professional interest in new creative innovations to ensure the University is at the forefront of developments in creative design and encouraging the team to do likewise;
- Ensuring all activities performed by the design team comply with the University and department's employment and Health and Safety procedures.

These duties provide a framework for the role and should not be regarded as a definitive list. Other reasonable duties may be required consistent with the grade of the post.



## What will you bring to the role?

As a Creative Brand Manager you will have:

- Outstanding design talent and understanding of theory to provide creative leadership with proven ability of co-ordinating a team of designers to produce graphic design across digital and print, to a high standard. Being able to demonstrate the ability to plan, organise and manage priorities and workloads; able to advise on complex design issues and projects, communicating effectively with a range of audiences;
- A solid understanding of brand and identity management and able to demonstrate creative ability through thought-provoking ways to communicate; problem-solve and engage audiences with messaging, content and creative solutions to create engaging campaigns;
- Demonstrable, personal credibility, negotiating and communication skills and the ability to gain confidence and trust of colleagues at all levels of the organisation;
- Previous experience in a work environment of the use of both Mac and PC systems to a high degree of competence, experienced in Adobe Creative Suite graphics packages including: InDesign, Photoshop, Illustrator, and the Microsoft suite of packages;
- Knowledge and awareness of a range of print production and finishing techniques along with technological and design developments in the sector at large;
- Good organisation skills and be able to motivate a creative team to deliver results within agreed timeframes, while managing competing tasks, maintaining a focus on priorities and delivering excellent results;
- Highly developed interpersonal and communications skills with which to motivate and inspire both internal teams and external agencies;
- Excellent relationship management, negotiating, influencing and networking skills – able to build positive working relationships with academic and non-academic staff at all levels;
- A willingness to continue Continuing Professional Development (CPD) in leadership and management roles.

You may also have:

- Experience of working within or closely alongside a full service marketing function;



- Knowledge of After Effects and Premier Pro.

## How to apply

You can apply for this role online; more guidance can be found on our [How to Apply](#) information page. Applications should be submitted by **23.59** (UK time) on the advertised closing date.

As part of your application please include a portfolio (hard copy or link).

### Presentation

Candidates invited to interview will be asked to use an example in their portfolio and talk about what makes a branded campaign successful.

## Contact information

To explore the post further or for any queries you may have, please contact:

**Sue Underwood, Head of Communications Production**

Tel: +44 (0)113 343 8481

Email: [s.underwood@adm.leeds.ac.uk](mailto:s.underwood@adm.leeds.ac.uk)

## Additional information

Find out more about the [Communications team](#).

### Working at Leeds

Find out more about the benefits of working at the University and what it is like to live and work in the Leeds area on our [Working at Leeds](#) information page.

### Candidates with disabilities

Information for candidates with disabilities, impairments or health conditions, including requesting alternative formats, can be found on our [Accessibility](#) information page or by getting in touch with us at [disclosure@leeds.ac.uk](mailto:disclosure@leeds.ac.uk).





## Criminal record information

### Rehabilitation of Offenders Act 1974

A criminal record check is not required for this position. However, all applicants will be required to declare if they have any 'unspent' criminal offences, including those pending.

Any offer of appointment will be in accordance with our Criminal Records policy. You can find out more about required checks and declarations in our [Criminal Records](#) information page.

