



UNIVERSITY OF LEEDS

CANDIDATE BRIEF

Creative Design Manager, Communications



Salary: Grade 7 (£33,797 – £40,322 p.a.)

Reference: CSCOM1046

Interviews are to be held w/c 18 November 2019

We will consider flexible working arrangements

Creative Design 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 Design 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 Design Manager you will have:

- Outstanding design talent and understanding of theory to provide inspiration and creative leadership with proven ability of producing graphic design across digital and print, to a high standard;
- Highly developed interpersonal and communications skills to manage, inspire and lead an internal creative team, maintaining a focus on priorities and delivering excellent results;
- Being able to demonstrate the ability to plan, organise and manage priorities and workloads within agreed timeframes;
- A solid understanding of brand and identity management and able to demonstrate creative ability through thought-provoking ways to communicate; able to advise on complex design issues and projects, communicating effectively with a range of audiences, able to problem-solve and engage audiences with messaging, content and creative solutions to create engaging campaigns;
- 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 developing formats and platforms along with technological and design developments;
- Evidence of co-ordinating a team of designers and a roster of external agencies to deliver consistent results;
- Demonstrable, personal credibility, able to form excellent relationships through negotiating, influencing and networking skills, building confidence and trust, with academic and non-academic staff at a senior level;
- 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;
- An understanding of HE/public sector.



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

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.



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.

