



## Job Description

### Section 1 – Description

**Job Title:** Creative Manager (FTE, Grade 5)

**Location:** Strategic Communications & Marketing

**Reports to:** Senior Marketing Manager

**Date:** May 2023

### Section 2 - Job Purpose

The Creative Manager will create effective marketing campaigns and materials to promote the College to a range of target audiences. With design, art direction and copy writing skills, the Creative Manager will be able to work on briefs across a variety of topics and, with the support of an in-house graphic designer, create and produce powerful and impactful campaigns.

The post holder will be responsible for managing the creative production schedule. They will lead on the creation of effective campaigns and marketing materials across all communications channels ensuring consistency of messaging, brand and identity which meet the College's strategic objectives.

The Creative Manager will develop an excellent understanding and knowledge of College members, target audiences and stakeholders and will produce content for use across multiple communications channels. Reporting to the Senior Marketing Manager (and Deputy to the Director of Strategic Marketing and Communications), the Creative Manager will coordinate and manage high quality content that will inform and facilitate engagement with the College.

The Creative Manager will have line management responsibility for the in-house Graphic Designer who will produce artwork and materials for the campaigns and marketing materials as briefed by the Creative Manager. The postholder will also work closely with all members of the Strategic Communications and Marketing team.

### Section 3 - Organisation Chart





#### **Section 4 - Main Responsibilities and Role**

- Lead the creative development process for projects as a senior team member providing inspiration and ideas as well as having a strong eye for design
- Develop creative work for campaigns and marketing materials as briefed by the Marketing Manager(s)
- Collaborate with the with all members of the Strategic Communications and Marketing Team, senior management team and other key stakeholders to plan and develop content across multiple communications channels
- Lead the development of engaging content including text, audio, graphics and video, that ensures consistency of messaging and brand identity
- Commission, edit and proofread content for use across College publications and marketing communications
- Ensure all content is compliant with copyright and data protection regulations
- Support teams across the College to create content suitable for use across communications channels
- Take responsibility for approval of content submitted by staff across the College, editing and reviewing where appropriate
- Ensure all content conforms to brand guidelines and champion brand discipline within the College
- Work closely with others in the Marketing and Communications Team to ensure alignment and consistency of messaging
- Line management responsibility
- Manage external companies such as printers or design agencies to ensure value for money and high quality standards
- Co-ordinate photo-shoots to increase awareness of the College community and activities.
- Manage the College Digital Asset Library, ensuring quality and quantity of assets are maintained, and provide asset assistance to College staff.
- Any other duties that may be reasonably required

#### **Section 5 - Planning and Organising**

The workload of the Creative Manager will be dynamic and time sensitive and as such the post holder will be required to plan independently to ensure all activities are delivered within set timelines. The Creative Manager will be responsible for creating materials aimed at different target groups across all aspects of College business including corporate communications, membership recruitment, education, examinations, and heritage activities. As such, the role demands meticulous planning and organisational skills to ensure a production schedule is developed and maintained to support time sensitive communications campaigns running concurrently. The Creative Manager will have exceptional attention to detail.

#### **Section 6 - Decision Making**

The Creative Manager will have a high level of responsibility and will be expected to take decisions directly relating to their core function as required. This will include working closely with the Senior Marketing Manager to make decisions regarding content requirements, editorial, coordination and style across multi-channel platform use to ensure appropriate targeting of key messages to different audiences.



## **Section 7 - Knowledge, Experience and Skill Set Required**

The post holder will require the following:

- A degree level education in a creative discipline or a related subject (desirable)
- A minimum of three years' experience in a creative role with art direction experience
- Proven track record in creating effective creative campaigns
- Excellent communication skills, both written and verbal, creative campaigns from brief to delivery.
- Confident planning and project management skills, ability to prioritise and manage multiple projects ensuring deadlines are met
- Excellent interpersonal and influencing skills with stakeholder management
- Knowledge/experience of working in a membership/academic environment would be a distinct advantage
- Highly competent in use of Microsoft Office suite
- Demonstrable experience of print and digital design principles.
- Skilled at developing strong relationships and managing external suppliers.
- Experience using Adobe Creative Cloud. Specifically: InDesign, Photoshop, Illustrator and After Effects.