

JOB DESCRIPTION	
Job title: Design lead, Brand	Accountable to: Head of Brand Strategy
Contract length: Permanent	Hours per week: 35 Weeks per year: 52
Salary: £38,010 - £45,603 per annum	Grade: 5
Service: Communications and External Affairs	Location: 272 High Holborn
<p>What is the purpose of the role?</p> <p>To be the strategic design lead for the brand team at University of the Arts London, coordinating use of the brand within design projects across the organisation.</p> <p>To create, design and manage a variety of digital and print design projects varying from small to large, working with the UAL brand team.</p> <p>To work as part of the Communications and External Affairs team providing guidance, oversight and ensuring consistency of approach across the organisation.</p> <p>To bring together both internal and external design resource (specifically including our external design services roster) to ensure a greater level of discussion and coordination exists across the use of the brand in design output of UAL.</p> <p>To support UAL's overall brand development, helping to deliver the work of the identity development programme completed in 2018.</p>	
<p>Duties and Responsibilities</p> <p>Deliver strategic University design projects</p> <ul style="list-style-type: none"> To lead strategic brand design projects for external and internal audiences across print and digital platforms and multiple communication channels. To respond to strategic brand design briefs with well-researched designs, based on a solid understanding of brand design, providing a variety of design options as and when requested To develop specifications and schedules for projects to a specified budget and develop good working relationships with freelance design resource and external suppliers such as printers, design agencies and other third-party suppliers required to deliver design projects. To present concepts and design solutions to members of the Senior Management Team within University Services and the Colleges as and when necessary. To work with the University digital team to develop a multi-channel, digital design strategy in line with the University brand and digital strategy. <p>Manage and lead design resource</p> <ul style="list-style-type: none"> This is a new role for the Communications and External Affairs team and as part of this there is potential to define and create the resource required to respond to the design requirements for the team. The successful candidate would work with the Head of Brand Strategy to define a business case for this resource and be responsible for and manage an internal design team. 	

Coordinate design across UAL

- To create and manage a design network/steering group at UAL that ensures a greater level of discussion and coordination exists in terms of design output for the University and Colleges.
- To provide a design advisory and information service to all University departments and teams, giving support and guidance on the use of the brand in the design and production of material for print and online.
- To manage and guide the UAL design roster, ensuring that this group understand and use the UAL brand effectively and ensure that this resource is used effectively.
- To brief and manage external design agencies on specified projects and manage temporary designers as and when necessary.
- To support all colleagues to develop appropriate design briefs in keeping with the University brand for our agency partners.

General

- Assume other reasonable duties consistent with your role, which may be assigned to you anywhere within the University.
- Undertake health and safety duties and responsibilities appropriate to the role.
- Work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work.
- Undertake continuous personal and professional development, and to support it for any staff you manage through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities.
- Make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness.
- Conduct all financial matters associated with the role accordance to the University's policies and procedures, as laid down in the Financial Regulations.
- To personally contribute towards reducing the university's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022)"

Key Working Relationships

Communications and External Affairs team

- Brand, Internal and Student Communications, External relations
- Digital team – UX design team

Student Recruitment and Marketing team

Other departments across the University and Colleges

- Design resource within College and University teams
- Marketing and communications teams within the Colleges and University teams

External companies, specifically

- Design services roster (15 external design agencies)
- Print services companies
- Digital design, film and freelance creatives

Specific Management Responsibilities

Budgets: Responsibility for key brand design project budgets

Staff: Possible responsibility for internal design resource and for temp/freelance design

resource as required and the Design services roster

Other: Equipment as appropriate

Last updated: 26 September 2018

PERSON SPECIFICATION	
Specialist Knowledge/Qualifications	<ul style="list-style-type: none">• Educated to at least an undergraduate level within Graphic Design or relevant area.• An understanding of UX design principles.
Relevant Experience	<ul style="list-style-type: none">• Significant experience in a similar role within an in-house or agency environment.• Proven track record of leading successful brand development initiatives and a strong portfolio of commercial design work.• Significant experience in designing for digital platforms and communication channels as well as liaising with external printers.• Experience of working in or with marketing and communications teams• Has relevant experience in own area of work, can answer colleagues' questions and is able to work independently without direct supervision.
Communication Skills	<ul style="list-style-type: none">• Communicates effectively orally, in writing and/or using visual media.
Leadership and Management	<ul style="list-style-type: none">• Motivates and leads a team effectively, setting clear objectives to manage performance
Professional Practice	<ul style="list-style-type: none">• Contributes to advancing professional practice/research or scholarly activity in own area of specialism
Planning and Managing Resources	<ul style="list-style-type: none">• Plans, prioritises and organises work to achieve objectives on time
Teamwork	<ul style="list-style-type: none">• Works collaboratively in a team and where appropriate across or with different professional groups.
Creativity, Innovation and Problem Solving	<ul style="list-style-type: none">• Uses initiative or creativity to resolve problems

Please make sure you provide evidence to demonstrate clearly how you meet these criteria, **which are all essential unless marked otherwise**. Shortlisting will be based on your responses.

Last updated: 26 September 2018