

# Creative Studio Manager, maternity contract

## Basic information

**Band:** C

**Job family:** Marketing Communications

**Terms:** FTC up to 12 months – starting February 2018, competitive salary, 30 days holiday

**Location:** Cheltenham

**Reports to:** Head of Marketing and Events

**Team:** Marketing

**Business unit:** Customer Experience & Marketing



## Role purpose:

Do you have a proven track record with design leadership, branding, briefing, presenting, and design project management? Do you have experience in art directing, and managing creative projects from initial design, to research and copywriting, through to final production? Do you want to help shape and grow the capability of a full-service team within a company that influences millions of learners from across the UK and globally? Do you have high standards and expectations for the work you and your team produce? Then you might be the right person for UCAS.

Working as part of the UCAS Marketing Department, the Creative Studio produces a vast amount of highly creative and innovative campaigns each year across print, digital, and video platforms, helping connect people with higher education. We also support our commercial team's ambitious objectives, through bespoke direct mail campaigns, pitch documents, sales support packs, and video content.

The education marketplace is a diverse and expanding universe, and now more than ever we need to reach people outside of our traditional sphere of influence. We need to be at the heart of education, and the brand supported with creative that enables it to grow into new and existing markets. To deliver this aspiration, we need someone with the necessary knowledge, experience, and skills to push us further and faster along this journey. We are looking for someone to lead, develop and manage our full-service in-house Creative Team – if this sounds like you, then get in touch!

**Key duties and responsibilities:**

- Innovate, inspire, develop, and line manage the internal UCAS Creative Team, with direct line management of a team of seven staff who are responsible for all graphic design (print and digital), email and app design, and video production.
- Champion the UCAS brand, and digital rules of engagement across the business, ensuring brand integrity is maintained at all times, by all internal and external stakeholders.
- Lead and develop creative solutions for UCAS and UCAS Media to meet the objectives of the organisation, and expectations of our customers,
- Management of workflow and processes, to deliver the most efficient use of the studio team's capabilities and capacity.
- Work with internal stakeholders on all aspects of design to define, capture, and document requirements, and to plan and execute delivery against plans.
- Manage multiple projects, and ongoing application service production requirements.
- Creative quality control over concepts and projects; assign and manage all creative projects among the team and manage suppliers as required.
- Support the creation of final artwork across all offline and online channels.

**Accountabilities:**

- Final authority for publishing design artwork and digital files.
- Direct financial budget responsibility.
- Coaching and mentoring of team, to achieve goals and development objectives.
- Ensuring the UCAS brand and sub-brands are used in accordance with guidelines.
- Producing visual communications that are on-brand and created to best engage our customers.
- Accountable for the accuracy of the team's, and your own work.
- Use of online workflow management tool (JIRA) to manage work priorities in the most efficient and effective way possible, and report weekly on work in progress to marketing stakeholders.

### Person specification:

- Team management and coaching/development experience, with direct line management responsibility, is essential.
- Traffic management, and exceptional organisational skills.
- Agency experience (preferably within a digital environment).
- Highly proficient with Adobe Creative Cloud – particularly InDesign, Illustrator and Photoshop. After Effects and PowerPoint skills are advantageous, but not essential.
- Knowledge/understanding of the relationship between traditional design and front-end delivery/HTML email design/GUI design.
- Understanding of responsive digital design techniques and principles.
- Strong understanding of traditional design skills, such as concept development, typography, branding and colour theory, and design-for-print.
- Highly creative, with meticulous attention to detail.
- People person, able to influence and bring others along a journey.
- Able to work to tight deadlines, and project manage as part of a team.
- Able to present ideas and sell-in concepts.

This role profile sets out the scope and main duties of the post at the date when it was drawn up. Such details may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the level of the post. All UCAS employees are expected to be flexible in undertaking the duties and responsibilities attached to their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility.

### Our values in action

**Customer** – We always look through the customer lens. The logic of the customer is the logic of UCAS.

**Commitment** – When we commit, we deliver on time, quality, and budget, or we negotiate changed commitments for good reason. We never leave commitments uncovered.

**Team** – We work collaboratively. When we commit, we commit as an individual and as a team. We strive for and support team success as well as individual success.

**Outcomes** – We plan and do things to achieve outcomes. We define them, aspire to them, and deliver them.

**Agility** – We know we need to be agile when we look through the customer lens, when we make commitments, when we work in teams, and strive for the right outcomes.

**Extraordinary** – We are ambitious for our customers, for UCAS, and for our teams. We want more than ordinary outcomes – we strive to achieve extraordinary outcomes, extraordinary customer focus, and an extraordinary culture of high performance and quality of focus.