**Culture Coventry Trust**

**Herbert Art Gallery & Museum**

**Jordan Well**

**Coventry**

**CV1 5QP**

**JOB DESCRIPTION**

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| **Job Title:** | Design Manager |
| **Reporting to:** | Head of Marketing & Communications |
| **Responsible for:** | Graphic Designer and Multimedia Designer |

**SCOPE**

Culture Coventry Trust and Coventry Sports Foundation are operating as CV Life, so that the scope of this Job Description as a CV Life document extends to cover the employment contracts held with either Culture Coventry Trust or Coventry Sports Foundation.

**OVERALL PURPOSE AND OBJECTIVE OF THE ROLE**

To lead the creative design and production process, ensuring high-quality visual communication that aligns with brand identity and marketing goals. This includes managing the in-house design team, collaborating with internal stakeholders and external suppliers, and staying up-to-date with industry trends. Additionally, the role involves overseeing design budgets and procurement.

**MAIN DUTIES OF THE ROLE**

**Design Management and Production:**

* Lead the creative conceptualising and production of innovative designs that align with brand identity, core messaging, and overarching marketing and project goals.
* Produce high-quality and engaging designs across a diverse range of platforms and mediums, including digital channels (static and animated), print collateral and signage.
* Collaborate with the cultural team to develop brand identities, innovative design concepts and exchange ideas for printed wall graphics and signage that align with curatorial themes and concepts, along with overseeing the print ordering process.
* Ensures all visual communication aligns with our corporate, venues and services brand identities and messaging.
* Refine and evolve the visual identity and guidelines for our corporate, venues, and services brands, ensuring consistent communication and effective engagement with target audiences.
* Develop plans and timelines, ensuring projects are completed on time and within budget.
* Effectively communicate with internal stakeholders (including marketing team, managers and department heads) to understand marketing objectives and design requirements whilst incorporating feedback constructively.
* Coordinate external suppliers, including design agencies, printers, sign makers, and photographers, ensuring their work aligns with project briefs and meets quality standards.
* Continuously research and analyse emerging design trends, evolving technologies, and industry best practices.

**People Management**:

* Provide management, creative direction and workflow co-ordination for the inhouse designers, promoting a collaborative approach to meet project objectives.
* Lead and develop the inhouse designers to ensure they have the required resources and skills and experience to deliver high-quality creative outputs.
* Carryout employee development reviews and equivalents for inhouse designers.

**Finance and Record Keeping:**

* Manage delegated Design and Printing budgets, obtaining best value and in accordance with financial control systems and procedures.
* Identify, negotiate, manage and review procurement or contract renewals in relation to design and all forms of printing in line with financial policies and procedures.

This Job Description is neither exhaustive nor exclusive and may be reviewed and updated depending upon operational requirements and staffing levels.

**RESPONSIBILITIES FOR ALL EMPLOYEES**

* To embrace and lead by example on the Company’s key values of PRIDE, PASSION and PERFORMANCE or those that might at any time be subsequently re-defined.
* To support the Company’s commitment to providing a safe environment for children, young people and vulnerable adults, ensuring awareness of the Company’s Safeguarding Policy, Procedures and Practice Guidance, and to be vigilant, reporting any safeguarding concerns without delay.
* To undertake all duties and fully comply with all of the Company’s general standards and those relating to the specific requirements of the role.
* To take care of their own health and safety and that of others who may be affected by their actions at work, and to co-operate with health and safety matters to help everyone meet their legal requirements.
* To co-operate with managers and colleagues to ensure environmental responsibilities are complied with.
* To carry out tasks at a range of sites that are either operated or managed by the Companies / Trusts or where services are delivered by the Companies / Trusts
* To be involved in any aspects or opportunities for sharing of good practice, expertise and responsibilities within the Companies / Trusts. To generally help promote the work and public image of the Companies / Trusts, always maintaining high standards of customer service and personal appearance.
* To attend and fully engage with all internal training and development requirements and opportunities, and maintain such qualifications as required by the demands of the role.
* To interact positively with customers adopting a friendly and professional approach at all times.
* To comply with the General Data Protection Regulations when dealing with, maintaining, sharing and storing information.
* To undertake other duties as specified, which are appropriate to the qualifications, experience and general level of the post.

**Date Created: July2024**

**Date Reviewed:**

**PERSON SPECIFICATION**

**Essential Personal Attributes**

* Excellent communicator to various levels of internal and external representation.
* Ability to work and make decisions in unsupervised settings.
* Passion for design and commitment to staying current with industry trends.
* Excellent negotiator, communicator, strong minded with the ability to influence.
* Excellent leadership and management skills.
* Ability to work in a fast-paced environment and handle multiple projects simultaneously.

**Essential Knowledge and Experience**

* Relevant degree or equivalent experience.
* Experience managing a team of designers.
* Experience of managing design projects from concept to production.
* Experience of managing budgets and procurement practices.
* Proficient in using Adobe Creative Suite including InDesign, Illustrator, PhotoShop and Premier Pro.
* Experience of using IT systems, including Microsoft Teams, Outlook, Word and PowerPoint.
* Knowledge of online and offline marketing.
* Knowledge of current design trends.
* Knowledge of sustainable design practices and materials.

**Essential Special Skills**

* Design skills to a high standard.
* Creative and innovative problem-solving skills.
* Strong project management and organisational skills.

**Special Circumstances**

* Ability to work unsociable hours including evenings, weekends, and Bank Holidays.
* Ability to travel between multiple sites.
* Interest in working with underrepresented and disadvantaged community groups/individuals.