

## Brand and Creative Lead

Job Ref: REQ241096

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.

### School/Department summary

### Job Description

**Job Grade:** Management and Specialist Grade 7

**Brand, Digital, and Creative Production** is a dedicated in-house marketing and communications service at Loughborough University, part of the Marketing and Advancement department. Our purpose is to enhance the University's global reputation through impactful engagement, delivering growth and supporting success.

Our talented team of 60 creative and technical specialists excel in Web, Content and Digital Marketing, Graphic & Digital Design, as well as Print, Post, and Logistics. As an award-winning group of marketing and communication professionals, we are passionate about communicating the wider purpose of Loughborough University, and of UK Higher Education.

In this role, you will report to the Head of Brand, Digital, and Creative Production. You will collaborate closely with the Web, Content and Digital Marketing Lead and Print, Post and Logistics Manager as well as Strategic Marketing Leads. Additionally, you will engage with a diverse range of stakeholders across Marketing and Advancement, as well as throughout the university.

#### **Principal duties and responsibilities:**

The role will encompass all the following, but the balance of duties and responsibilities will be determined in discussion with the post holder's line manager:

#### **Job Purpose**

The **Brand and Creative Lead** is instrumental in shaping and executing the University's brand identity and strategy. Leading a talented team of in-house creatives and managing account management teams, this role is responsible for developing compelling brand narratives and visual identities that resonate with target audiences. The Brand and Creative Lead will collaborate with cross-functional teams and account managers to ensure alignment across creative and marketing initiatives, maintaining brand consistency across all platforms.

By overseeing both creative execution and account management, the Brand and Creative Lead will ensure that campaigns are delivered efficiently and effectively, meeting the University's objectives in student recruitment, global reputation, and research and innovation. Leveraging insights, trends, and market data, the Lead will drive innovation in marketing campaigns, ultimately enhancing brand awareness and contributing to the University's long-term success.

## **Job Duties**

### **Brand Strategy and Development**

- Collaborate with the Head of Brand, Digital, and Creative Production to implement and refine the University's brand strategy, ensuring it aligns with the University's strategic objectives and key themes.
- Integrate the University's brand proposition into all marketing initiatives and activities.

### **Brand Guidelines Maintenance**

- Serve as custodian of the University's visual and creative brand, developing and maintaining brand guidelines (including the production of branded templates, and shared assets) and to ensure consistent messaging, design, and tone across all platforms.
- Act as an expert advisor on the University's visual brand and creative services, collaborating closely with colleagues across the institution.
- Provide training on brand or creative services application as required via workshops.

### **Creative Direction**

- Lead the creative process for all marketing campaigns, including advertising, digital content, social media, and print collateral, ensuring alignment with brand guidelines.
- Develop a comprehensive strategy for implementing the university's brand identity across all channels, creating self-service toolkits and templates that adhere to brand standards.
- Pitch creative ideas and brand initiatives to internal and external stakeholders, delivering presentations that effectively communicate concepts.
- Stay informed about creative trends and technical innovations, sharing insights with colleagues across Marketing and Advancement and the wider university.

### **Team Leadership**

- Inspire and lead a team of in-house digital & graphic designers and creative producers encouraging an environment of creativity and innovation to produce sector-leading work.
- Manage and motivate the Account Management team to deliver an excellent service.
- Manage relationships with external agencies, student ambassadors, freelancers, and other creative specialists, ensuring outputs align with brand identity guidelines.
- Collaborate closely with teams across Web, Content & Digital Marketing, Content & Campaigns and Print, Post and Logistics to streamline workflow in alignment with strategic priorities, ensuring the briefing process delivers high-quality creative outcomes
- Regularly review creative outputs to ensure innovation and design excellence are prioritised, pushing the boundaries of creativity.
- Operate effectively within a matrix management model, effectively briefing, coordinating and leading cross-team working groups to deliver activity that meet objectives and deliver optimal performance
- Ensure all creative content reflects the University's commitment to equity, diversity, and inclusion.

## **Studio Management / Traffic Workflow**

- Work with the Account Management team to allocate work effectively, meet deadlines, and ensure projects align with briefs and brand identity guidelines.
- Act as technical lead for all systems with creative outputs, including support for the University's online shop and digital asset management.
- Champion the use of the Project Management Systems (e.g. Monday.Com)
- Manage and report on the relevant design budgets to ensure value for money through ongoing budget reviews and regular analysis of activity.
- Support with tenders related to advertising, design and print activities.

## **Other**

- Participate in meetings for the Future Students and Project Reputation Operations & Strategy Group.
- Be an active member of the Association of Creative and Print Services Managers in Higher Education.
- Actively contribute to and support with Brand, Digital, and Creative Production Leadership team, as well as the broader Marketing and Advancement Senior Leadership team.
- Deputise for the Head of Brand, Digital and Creative Production as required.

## **Points To Note**

The purpose of this job description is to indicate the general level of duties and responsibility of the post. The detailed duties may vary from time to time without changing the general character or level of responsibility entailed.

## **Special Conditions**

All staff have a statutory responsibility to take reasonable care of themselves, others and the environment and to prevent harm by their acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Policy & Procedures.

All staff should hold a duty and commitment to observing the University's Equity & Diversity policy and procedures at all times. Duties must be carried out in accordance with relevant Equality & Diversity legislation and University policies/procedures.

Successful completion of probation will be dependent on attendance at the University's mandatory courses which include Respecting Diversity and, where appropriate, Recruitment and Selection.

## **Organisational Responsibility**

### **Reports to**

Head of Brand, Digital and Creative Production (Associate Director of Marketing & Advancement).

## Person Specification

Your application will be reviewed against the essential and desirable criteria listed below. Applicants are strongly advised to explicitly state and evidence how they meet each of the essential (and desirable) criteria in their application. Stages of assessment are as follows:

- 1 – Application
- 2 – Test/Assessment Centre/Presentation
- 3 – Interview

### Essential Criteria

Area	Criteria	Stage
Experience	Experience of brand management within a complex organisation.	1, 3
	A proven track record of delivering outstanding creative concepts and applications across multiple channels and formats (graphic and digital design, video, photography and creative copy).	1, 3
	Significant experience of leading creative teams and line managing staff.	1,3
	Experience of digital marketing with an understanding of Search Engine Optimisation (SEO) social media strategies and content marketing.	1,2,3
	Experience of effective budget/resource allocation and staff management.	
Skills and abilities	A strong understanding of brand strategy and identity development.	1, 2, 3
	Ability to deliver multi-channel media campaigns that provide consistent and impactful creative content across a range of platforms.	2, 3
	Advanced use of graphic design and video software (e.g. Adobe Creative Suite) and digital marketing tools including Adobe Express/Canva for template management.	1, 3
	Display excellent creative skills with a strong portfolio of work.	1, 3
	A strong understanding of General Data Protection Regulation (GDPR), model consent, and copyright law relating to all creative outputs.	1,3
	Experience of illustrating design and development ideas through storyboarding, wireframes, mock-ups.	1,3
	Demonstrable ability to work collaboratively across organisational structures with significant experience of stakeholder engagement and project communication.	1, 3
	Exceptional project management and organisational skills, including the ability to motivate and guide others.	1, 3
	Ability to work autonomously and juggle work priorities with diverse demands and meet deadlines.	1, 3
	Ability to work effectively as a team leader and team member as required, with a willingness deliver hands-on help as part of a team.	1, 3
	Exceptional communication and presentation skills, with the ability to influence at different levels with internal and external stakeholders.	1, 2, 3
	Excellent attention to detail.	1, 3
Training	Demonstrate a passion for creativity and a strong commitment to staying up to date with emerging trends and design technologies	1, 3

	Show a willingness to undertake further training and to adopt new procedures as and when required.	1, 3
Qualifications	Educated to degree level in graphic/digital design, marketing, communications or a related field.	1
Other	Show commitment to observing the University's Equal Opportunities policy at all times.	3
	Willingness to work flexibly and out of hours as required including some weekend working	1,3

### Desirable Criteria

Area	Criteria	Stage
Experience	Knowledge and understanding of UK Higher Education environment.	1, 3
	Practical interest in Generative Artificial Intelligence (AI).	1,3
	Knowledge of market research methodology.	1, 3
	Experience of Digital Asset Management (DAM) systems.	1,3
Skills and abilities	Knowledge of digital design software including Sketch and Figma.	1, 3
Qualifications	Postgraduate qualification in a creative subject.	1
	Project Management qualification.	1

### Conditions of Service

The position is full time and on an open-ended contract. Salary will be on Management and Specialist Grade 7 **£46,485 - £55,295** per annum, at a starting salary to be confirmed on offer of appointment. **Due to the specialist nature of this position, a market supplement may be agreed with the successful candidate.**

The appointment will be subject to the University's normal Terms and Conditions of Employment for Academic and Related staff/Operational and Administrative staff, details of which can be found [here](#).

The University is committed to enabling staff to maintain a healthy work-home balance and has a number of family-friendly policies which are available at <http://www.lboro.ac.uk/services/hr/a-z/family-leave-policy-and-procedure---page.html>.

We also offer an on-campus nursery with subsidised places, subsidised places at local holiday clubs and a childcare voucher scheme (further details are available at: <http://www.lboro.ac.uk/services/hr/a-z/childcare-information---page.html>)

In addition, the University is supportive, wherever possible, of flexible working arrangements. We also strive to create a culture that supports equality and celebrates diversity throughout the campus. The University holds a Bronze Athena SWAN award which recognises the importance of support for women at all stages of their academic career. For further information on Athena SWAN see <http://www.lboro.ac.uk/services/hr/athena-swan/>