

Job description

Job title:	Senior Creative Manager
Team:	Marketing and Brand Team
Location:	Hybrid working – between office location and home. At least one day per week in our Aldgate office
Hours of work:	37.5 hours
Contract:	Permanent, full time
Benefits include:	33 days (plus eight bank holidays) 8% employer pension contribution (Aviva) or access to continue NHS Pension Enhanced maternity, paternity, adoption, and shared parental pay Free health cashback plan Free employee assistance programme Learning and development commitment to staff Health and wellbeing commitment to staff
Reporting to:	Marketing and Brand Lead
Direct report/s:	Designer

Background

Every three minutes someone in the UK develops dementia; a progressive and complex condition that can be devastating for the whole family. One in two of us will be affected by dementia in our lifetime - either by caring for someone with the condition, developing it ourselves, or both.

Dementia UK is the specialist dementia nursing charity that is there for the whole family. Our nurses, known as Admiral Nurses, provide free, specialist advice, support and understanding to anyone affected by dementia, whenever it's needed.

We value our people so it's important for us to create a working environment that looks after our workforce, enabling everyone to achieve their full potential. You will become part of a diverse and dedicated team, working in an environment where you can collaborate, be respected and thrive.

Purpose of job

The Senior Creative Manager works within the multi-disciplined Marketing and Communications Team and is responsible for managing design and creative at Dementia UK; ensuring we are effectively developing the visual aspects of our brand; applying high standards of design and production across a range of

outputs, both online and offline; and leading others to deliver the most impactful design solutions through freelancers and agencies.

The post holder will line manage a newly created Designer role, and be responsible for managing in-house design workflow. They will take on responsibility for our creative roster, animation projects and photography across the charity.

This role will play a key role in the development, delivery and activation of our new brand.

Key accountabilities and responsibilities

- **Design/creative guidance and expertise** - ability to lead others delivering design and to identify the best routes/resource to delivering design projects; provide professional expertise and guidance about the most appropriate design and production solutions; responsible for ensuring the visual identity is being effectively implemented across a range of outputs, both online and offline.
- **Central design oversight** - be the central point of contact for any design work being outsourced to freelance designers; and work closely with other teams who commission agencies for design/copy.
- **Workflow management** - manage all design briefs through the production schedule, assign appropriate resource, manage workflows and timelines, review design work, and move us to an account way of working. Work closely with colleagues in the marketing team ensuring coordination with other workflows (eg copy, video, stories) on key campaigns.
- **Design** – will be required to be involved with and deliver some design projects directly. Anticipated to up to 10% of time, potentially rising up to 15-20% of time in busy periods.
- **Animation** – identify and lead on our animation projects, working with relevant freelancers for this type of work as required.
- **Brand development** – play a key role in brand development work, provide creative guidance and expertise on the new visual identity across all channels/campaigns/assets, working closely with the Marketing and Brand Lead on development, launch and roll out of our new brand.
- **Brand guardian and brand champion** – support with ongoing development of, and adherence to, brand guidelines, manage logo requests, provide review and sign off of design work. Ensure all agencies have design induction. Additionally, act as brand guardian for Young Dementia Network.
- **Brand activation** - lead on the development of a new brand management platform, enabling volunteers, fundraisers and other external stakeholders to

create their own design resources locally. Be responsible for the platform on an ongoing basis.

- **Manage our creative roster** - build our network of freelance designers, agencies and other creative suppliers and ensure we are using our creative roster and budget effectively.
- **Relationship building and engagement**
 - o External - work with external freelancers, agencies and printers to deliver creative projects; build relationships with peers in the sector and others to develop expertise and ensure best practice at Dementia UK; work with supporters and volunteers when required
 - o Internal - build collaborative working relationships with colleagues across Marcomms, the Fundraising and Engagement Directorate, as well as the wider charity
- **Photography** – plan and lead on photoshoots; gather requirements for photography from across the charity; provide guidance to colleagues on use of photography; ensure consent is current for photography and retire photos with expired-consent; work closely with the Multi-media Content Producer who manages our photo library.
- **Print production** – ensure there is central oversight across production and print; build relationship with print companies.
- **Line management** - effectively line manage the Designer, including regular 1-2-1 meetings and annual appraisals. Identify learning and development opportunities including training, coaching and skills sharing.

General

- a) Actively promote the core values of Dementia UK whilst working towards achieving the strategic objectives of the charity.
- b) Have a strong working knowledge of Dementia UK's vision, mission and impact.
- c) To undertake all duties in line with Dementia UK's policies, procedures and regulations ensuring that the work undertaken actively promotes equality, diversity and non-discrimination.
- d) Undertake any other duties related to the job purpose and which may be necessary, as required.

This job description is not exhaustive and is subject to change in accordance with business need.

Person specification

Essential Qualifications, knowledge, skills, and experience			
Criteria	Application	Test	Interview
Creative leadership and guidance across online and offline assets and materials	X		X
Experienced in Adobe Creative Suite/Cloud, significant experience and knowledge of design	X		X
Strong experience of managing external designers and agencies, from quotation/brief through to delivery	X		X
Ability to effectively manage a production schedule, and confidence in managing workflows and briefing processes	X		X
Well-organised, proactive and able to prioritise own workload; strong project management and planning skills			X
Knowledge of managing and championing brand guidelines	X		X
Knowledge of accessibility principles in design	X		X
Experience of line management	X		X
Budget management			X
Knowledgeable about print production processes			X

Desirable Qualifications, knowledge, skills, and experience		
Criteria	Application	Interview
Working on the development and/or roll out of a new brand	X	X
Implementing and working with a brand management platform		X
Experience of working with photographers and leading on photo shoots	X	X
Experience of working in the charity or not for profit sector in a creative, content or marketing team	X	

Personal attributes		
Criteria	Application	Interview
Passionate about design and creative, ideas-focused, with strong innovation skills	X	X
Ability to work effectively as part of a busy team, to manage competing priorities and respond efficiently to incoming briefs	X	X
Solutions-oriented, with ability to work independently and proactively with client teams, external creatives and other stakeholders	X	X
Ability to build and maintain strong working relationships with colleagues and teams across the charity, to achieve outputs in line with our strategic goals	X	X
Excellent attention to detail, ensuring the application of our brand across all channels to the highest standard	X	X
Strong communication and interpersonal skills	X	X
Ability to work in collaboration with all colleagues, with strong negotiation and influencing skills	X	X

Our values

Compassion
Collaboration
Integrity
Ambition