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**Job Description**

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| **Job title:** | **Head of Creative Services** |
| **Department/School:** | **Marketing** |
| **Grade:** | **9** |
| **Location:** | **University of Bath premises** |

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| **Job purpose** |
| As Head of Creative Services you will provide strategic leadership and take full operational (including financial) responsibility for the following services working with colleagues within Marketing (and beyond) to ensure that resource is allocated in line with business requirements* Content Production
* Graphic and Digital Design
* Events and Ceremonies
* Photography
* Video production
* Print Services

Your understanding of the creative process, passion for customer insight, exceptional leadership skills and ability to influence others, will help the University connect with a wide range of audiences and tell a compelling, relevant and strategically consistent story.You will support colleagues in the development and delivery of the high quality creative assets, events and other activities the University needs to support its marketing objectivesYou will establish and maintain the business processes, operational capabilities and pricing structures needed to ensure that service delivery and creative output is of high quality, good value and meets customer needs.You will support the Vice President (External Relations) and colleagues in marketing and communications in ensuring that our activities reflect the University brand and its associated vision, purpose and values via oversight of brand and visual guidelines.You will have management responsibility for the University Print Service, ensuring delivery of a cost effective and reliable service for staff and students.As a member of the Marketing Executive Group, you will play a critical role in the development and implementation of the University’s marketing strategy within a creative, dynamic and professional team. |

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| **Source and nature of management provided**  |
| Vice President (External Relations) |
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| **Staff management responsibility** |
| Creative Services (6 FTE)Print Services (4.6 FTE) |

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| **Main duties and responsibilities**  |
| **1.** | Provide strategic and operational leadership for the Creative Services Function with a view to:- the alignment of resource allocation and priority setting with business/customer need including required financial outcomes- quality assurance and customer satisfaction- the monitoring and reporting of operational activities addressing issues as required |
| **2.** | Line manage the following services ensuring the University can access the capacity and capabilities needed the high quality creative assets, events and other activities needed to help the University connect with a wide range of audiences and tell a compelling, relevant and strategically consistent story:- Content Production- Design (Graphic and Digital)- Events and Ceremonies- Photography- Video production- Print Services |
| **3.** | Partner with marketing and communications practitioners across the University community to raise the quality and effectiveness of marketing activities and creative output making effective use of relevant business processes and project management methodologies |
| **4.** | Oversee the effective implementation of branding policy and visual guidelines with the aim of delivering a high quality, consistent and coherent experience across communication channels and protecting the University of Bath brand. |
| **5.** | Oversee delivery of the University Print Service taking such steps as are necessary to ensure the service cost effectively meets the evolving needs of staff and students |
| **6.** | Contribute to the development and delivery of institutional marketing strategy acting as a subject matter expert on opportunities and issues relating to the effective management of creative services |
| **7.** | Initiate, develop and maintain trust based working relationships with colleagues across the University which enhance the reputation of the Department of Marketing amongst internal stakeholders for the quality and effectiveness of its creative output and event delivery  |
| **8.** | Manage a roster of external suppliers to ensure relevant creative services can be delivered cost effectively at times of peaks in customer without any impact on quality of output |
| **9.** | Plan for future requirements of the services provided, preparing business cases and investment proposals as required |
| **10.** | Maintain an up-to-date knowledge of the evolution of capabilities and technologies in the creative services sector, providing a professional expert perspective on how these developments can be of benefit to the University, its staff and students. |
| **11.** | Act as a member of the Marketing Executive Group, contributing to the management and direction of the Department of Marketing |
| You will from time to time be required to undertake other duties of a similar nature as reasonably required by your line manager. This may include supporting key recruitment activities (such as Open Days) for which TOIL would be provided, where contracted working hours are exceeded, which can be taken with agreement of your line manager.You are required to follow all University policies and procedures at all times and take account of University guidance. |

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**Person Specification**

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| **Criteria: Qualifications and Training** | **Essential** | **Desirable** |
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| Educated to degree level or have equivalent professional experience  |  🗸 |  |
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| **Criteria: Knowledge and Experience** | **Essential** | **Desirable** |
| Significant experience leading a customer focused team delivering creative services | 🗸 |  |
| Experience of managing priorities, processes and procedures in a complex service-delivery environment | 🗸 |  |
| Experience of establishing and implementing quality control processes within a creative services context  | 🗸 |  |
| Experience of implementing brand and visual guidelines and processes | 🗸 |  |
| Experience of managing resources and developing strategies and plans to deliver required financial outcomes | 🗸 |  |
| Experience of working in a multi-disciplinary team, including: marketing practitioners, designers and other creative service providers | 🗸 |  |
| Experience of managing effective long-term external supplier relationships  | 🗸 |  |

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| **Criteria: Skills** | **Essential** | **Desirable** |
| Able to develop and maintain good working relationships with colleagues | 🗸 |  |
| Ability to communicate effectively with both specialist and non-specialist colleagues | 🗸 |  |
| Ability to coach content specialists, designers, photographers and videographers to produce high quality content which supports the achievement of marketing and business objectives | 🗸 |  |
| Ability to manage and motivate a customer facing team to deliver a high quality service | 🗸 |  |
| Able to analyse and present complex data and concepts clearly and concisely | 🗸 |  |
| Ability to develop persuasive investment proposals and successful business cases | 🗸 |  |

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| **Criteria: Attributes** | **Essential** | **Desirable** |
| Customer focused | 🗸 |  |
| Ability to think creatively with originality and insight | 🗸 |  |
| Proven personal leadership qualities including self-motivation | 🗸 |  |
| Ability to develop networks and manage conflicting priorities for self and others | 🗸 |  |
| Diplomatic and willing and able to negotiate to mutually-desired outcomes | 🗸 |  |

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| **Effective Behaviours Framework**The University has identified a set of effective behaviours which we value and have found to be consistent with high performance across the organisation. Part of the selection process for this post will be to assess whether candidates have demonstrably exhibited these behaviours previously.  |
| **Managing self and personal skills:**Willing and able to assess and apply own skills, abilities and experience. Being aware of own behaviour and how it impacts on others.   |
| **Delivering excellent service:**Providing the best quality service to all students and staff and to external customers e.g. clients, suppliers. Building genuine and open long-term relationships in order to drive up service standards.   |
| **Finding innovative solutions:**Taking a holistic view and working enthusiastically and with creativity to analyse problems and develop innovative and workable solutions. Identifying opportunities for innovation.   |
| **Embracing change:**Adjusting to unfamiliar situations, demands and changing roles. Seeing change as an opportunity and being receptive to new ideas.  |
| **Using resources:**Making effective use of available resources including people, information, networks and budgets. Being aware of the financial and commercial aspects of the University. |
| **Engaging with the big picture:**Seeing the work that you do in the context of the bigger picture e.g. in the context of what the University/other departments are striving to achieve and taking a long-term view. Communicating vision clearly and enthusiastically to inspire and motivate others.   |
| **Developing self and others:**Showing commitment to own development and supporting and encouraging others to develop their knowledge, skills and behaviours to enable them to reach their full potential for the wider benefit of the University.   |
| **Working with people:**Working co-operatively with others in order to achieve objectives. Demonstrating a commitment to diversity and applying a wider range of interpersonal skills.    |
| **Achieving results:**Planning and organising workloads to ensure that deadlines are met within resource constraints. Consistently meeting objectives and success criteria.   |