|  |  |  |  |
| --- | --- | --- | --- |
| **Role title:** | Lead Designer | **Responsible to:** | Brand, Marketing and Communications Manager |
| **Division:** | Business Development and Engagement | **Department:** | Brand and Marketing |
| **Direct Reports and Level:** | 4 Direct reports at Core 1 Level | **Scope:** | Global |
| **Scale:** | 4 People£780k Budget – joint ownership |
| **Regulated Function(s) Held:** | No – however produces regulated marketing collateral for Insurance |
| **Evaluation Level** | Implement 2 | **Role Family** | Sales, Marketing and Communications |

|  |
| --- |
| **Overall Role Purpose** |
| 1. Lead a team of designers to deliver innovative campaign creative, from concept through to artwork rollout, that engages with existing members and drives new member acquisitions.
2. Be the brand guardian for our portfolio of brands, controlling brand consistency across the business, whilst also developing the brands to keep them fresh and current.
3. Work alongside the Brand, Marketing and Communications Manager to deliver effective brand and campaign strategies.
4. Manage day to day operations in the design team, controlling resource in order to deliver campaigns in an efficient and timely manner.
5. Liaise with external printers and manage a substantial print budget accordingly.
 |

|  |  |
| --- | --- |
| **Accountabilities (RACI)** | **Measures of Success/KPI’s** |
| **Operational Leadership** * Provide support to the Brand, Marketing and Communications Manager in delivering leadership to the wider Design function to deliver on the overall corporate strategy, business performance, leadership of teams that reinforces the desired culture and delivery of strategic priorities.
* Support the development and delivery of the Business Development and Engagement strategy to plan, cost and quality
* Support and lead where required on assigned Business Development and Engagement projects affecting MPS wide and roll out other projects/initiatives within Business Development and Engagement ensuring delivery of projects to time, cost and quality and that can demonstrate a return on investment
 | * Corporate Strategic priorities Vs plan
* Division Plan delivery Vs plan
* Delivery of projects to plan
* Stakeholder feedback
 |
| **Financial*** Ensure that all spend is managed within organisation policy reporting on variance to budget to the Business Development and Engagement leadership team
 | * Operational budget Vs Plan
* Member numbers Vs plan
* Income Vs plan
* Retention targets delivered Vs plan
* Cost of sales Vs plan
* Operational budget Vs Plan
* Return on education Vs plan
 |
| **Member*** Monitor and provide robust challenge of emerging member impact risks and issues arising from Brand, Marketing and Communications business activities which fail to deliver appropriate and consistent outcomes for members or are likely to have a material adverse effect on the Group, its operation or financial security
* Consider the member in all design-based tasks; assess objectives for all briefs and ensure those are prioritised and delivered in the end result; be a central point of reference for Design colleagues for considering the member in all outputs – challenging briefs, discussing with clients and generating the best outcomes for the business and the member
* Establish a culture and capability in continuous improvement to drive operational efficiency and great member experiences and outcomes.
 | * Net promoter score
* Use of brand tracker results to drive future activity
 |
| **People*** Take personal accountability for own training, competence, performance and engagement ensuring clarity on own accountabilities and comply with all governance, policy standards and processes
* Role model personal development to colleagues
* Support the Brand, Marketing and Communications manager in developing the wider team’s skills and development opportunities – looking for areas of improvement, identifying, owning and delivering change and working closely with colleagues when support and guidance is needed.
* Consider opportunities for continuous professional development through either internal or external training and learning opportunities and professional qualifications
 | * Delivery of Personal Development Plan to plan
* Ad hoc and coordinated meetings, workshops and colleague sessions
* Leadership and Engagement Index across Brand and Marketing
 |
| **Risk*** Identify and report risks and issues identified within Business Development and Engagement and across MPS to enable resolution and mitigation of potential impact on MPS, members and colleagues
 | * Risk & Control Self- Assessments
* Audit Actions
 |

|  |
| --- |
| **Responsibilities (RACI)** |
| * Support, motivate, mentor and develop all members of the design function to deliver creative excellence establishing them as a key partner in the organisation and socialising the critical role they play
* Work closely with the Brand, Marketing and Communications Manager, Head of Brand and Marketing and Executive Director to deliver new brands aligned to MPS’s corporate objectives and continually evolve the existing brands in the MPS portfolio
* Manage the creative process from concept through to production, building and refining robust procedures to deliver maximum efficiencies and continuous improvements
* Owning the development of team skillsets and experience across the whole design process – identifying skill gaps and opportunities to improve
* Drive brand strategy through brand visual identity; pushing the brand forward through original creative to achieve cut-through in an increasingly competitive market
* Interpret and translate briefs to deliver effective creative concepts for new and long-standing projects to represent MPS’s brands and deliver on campaign and brand targets
* Develop concepts across multiple verticals and all mediums to meet clients’ requirements
* Ensure all work is on brief, maintains the brand image and is executed within the timelines to meet clients’ and campaign requirements
* Collaborate with key stakeholders to support the annual planning process to ensure learnings are built into future plans
* Manage the external agency, statutory communications and publications budgets to ensure it remains within forecast spend
* Allocate resources internally and externally based on skillset and experience across the design function to ensure annual demand for design can be achieved
* Embed consistency through implementing effective planning methodology to deliver on MPS’s brand objectives
* Undertaking other duties and tasks that from time to time may be allocated to the role holder that are appropriate to the level or role.
 |

|  |
| --- |
| **Key Governance Responsibilities** |
| * Attendee at relevant strategic project meetings to represent and recommend brand architecture and visual identity consistency
 |

|  |  |
| --- | --- |
| **Leadership Framework Competencies** | **Level** |
| Fresh Thinking | Leading self and others |
| Building Capability in Self and Others | Leading self and others |
| Influencing Others | Leading self and others |
| Collaborating for Results | Leading self and others |
| Leading Self and Others | Leading self and others |
| Commercial and Risk Thinking  | Leading self and others |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Knowledge and Qualifications** | **Skills** | **Experience** |
| **Essential** | * Ideally have experience of working in both an in-house design team and an agency setting.
* Demonstrable significant design knowledge in a marketing agency or in-house
* Excellent knowledge and understanding of visual communication and can quickly develop concepts and/or mock-ups to communicate ideas
* A proven record of creating campaign concepts that cut though and deliver on results.
* Sound understanding of print processes and production
* Sound understanding of designing for digital media
* Expert use of Adobe Creative Cloud software (InDesign, Illustrator, Photoshop).
 | * Proven coaching and mentoring skills within a creative environment
* Excellent organisational skills with the ability to prioritise workloads and ensure the delivery of high quality work on time and to budget
* Ability to manage external suppliers and agencies
* Ability to allocate campaigns based on resources and skillsets – including allocation to external providers
* Interpreting briefs and delivering creative concepts for critique and development.
* Strong presentation skills with a sound creative rationale.
 | * Creative flair and proven experience in developing engaging brand and campaign concepts and designs
* Experienced in leading, motivating and inspiring design teams ensuring they keep the artistic style and mood consistent with defined visual style
* Experienced in creating Mood boards, Style guides, Brand guidelines & other
* Experience of managing and scheduling multiple projects at any one time
* Experience in developing brand guidelines
* Experience creating and directing high quality creative solutions including assets for animation, digital design and video
 |
| **Desirable** | * Knowledge of working in membership organisations
 | * Animation development
 | * Experience of working in a regulated financial services environment
 |