

Job Description

Position / Job Title:	Creative Studio Manager
Location/Building:	Studland House, Lansdowne Campus
Faculty/Professional Service:	Marketing & Communications
Group/Section:	Brand & Marketing
Normal Hours per Week:	Full time - 37 (Some flexibility will be required in order to ensure that key time scales and deadlines are met).
Grade:	6
Accountable to:	Senior Brand & Content Marketing Manager
Responsible for or supervises:	Creative Studio team (see job description)

Job Purpose

Working within the Brand, Communications and Marketing Team, and as part of the wider Marketing & Communications (M&C) Department, this post is responsible for leading the University's creative studio and all creative output through design and video to support BU's marketing and communications efforts across all target audiences with a student recruitment 'first' approach.

The postholder oversees projects and workload across the team, allocating internal design & production resources or external freelance or agency support to different projects. The Creative Studio Manager is responsible for ensuring our design and creative output adheres to the BU brand and house style, working proactively with the Lead Designer and Senior Brand & Content Marketing Manager on new creative concepts, developments and brand evolution.

Main Responsibilities

- 1) Manage the creative studio (design and video functions), including all associated workflow, schedules and projects across an internal team and small network of freelancers and agencies, to ensure projects are delivered on time and within budget, to an excellent creative standard.
- 2) Work collaboratively with stakeholders across the university, capturing creative requirements through briefs, meetings, and creative workshops. Clarify and formalise expectations through a robust briefing and requirements gathering process and negotiate with stakeholders to ensure project scope, timings and expectations are understood and met.
- 3) Organise and delegate work to be completed by the internal design and video team, as well as external specialists in design, video, creative production copywriting and proofreading as appropriate. Manage resources and costs responsibly and line with allocated budgets and provide accurate quotes to internal clients.
- 4) Act as a recognised brand and style champion and lead an integrated approach to our marketing & creative output. Coach and lead the team in good design and creative practice, determining the best approach for each project. Champion innovation and efficiency in our ways of working, utilising tools to gather feedback and evaluate success of the service and by project.

- 5) Work with the Senior Brand & Content Marketing Manager on developing an constantly evolving creative strategy, service principles and prioritisation across all design & video workload and projects. Lead the effective implementation of this strategy, service level agreement and appropriate reporting on priorities/work categories across the design team and function.
- 6) Oversee the hiring and supervision of freelance designers, photographers, copywriters and proofreaders and compliance with BU's procurement and sourcing guidelines. Proactively manage cost, quality and sustainability to meet BU standards and client & audience requirements.
- 7) Lead on the creation and development of creative projects, concepts and communications that support our strategic objectives and audiences, working with the wider Marketing & Communications teams to gather expert and audience feedback. Ensure time and capacity for original creative development is built within team activity scheduling. Work in an integrated way with other creative functions such as digital, video and social media to ensure creative is seamlessly delivered across channels and formats.
- 8) Lead the provision of a suite of tools and resources to enable greater self-service for colleagues across Marketing & Communications including market scanning for new opportunities and efficiencies:
 - a) Manage a Digital Asset Management platform (currently Bynder), governance and training operations within the team, ensuring that this is appropriate to the needs of the University and which contains a curated, relevant and up-to-date collection for use in communications activities to all BU stakeholder groups.
 - b) Oversee a range of supportive tools to be used to support creative production within M&C (e.g. Canva), enabling self-service and prioritising effort to strategic priorities and innovative practice.
 - c) Manage the BU Brand guidelines digital resources and style guides on a daily basis, supporting the Senior Brand & Content Marketing Manager on their strategic evolution.
 - d) Manage the Creative Studio briefing process, tools and workflow, seeking continuous improvement through service review and a proactive approach to client feedback.
- 9) Working with the Senior Brand & Content Marketing Manager, manage relationships with key suppliers including the print and production agency and our merchandise supplier. Ensure our product and resources range is continually reviewed in line with BU policies including procurement, sustainability and modern slavery.
- 10) Proactively build relationships, engage with stakeholders across the university and build the Creative Studio's team profile and visibility within the community. Identify tools and strategies for feedback, both formally and informally, and embed a culture of continuous improvement and openness to the team, including through peer review and 'health checks' within the team.
- 11) Working collaboratively with the Content Marketing Manager, establish and maintain high standards of copywriting and proofreading with M&C and across the university through a training and coaching model. Develop and deliver and appropriate training and development framework to support wider team understanding and application, monitoring ongoing effectiveness.
- 12) All Marketing and Communications staff are expected to engage in the wide range of activities undertaken within the department, including evening and weekend events. Restrictions are in place relating to the booking of holiday during times of peak activity (such as Graduation and Clearing).
- 13) Any other tasks as required by the Senior Brand & Content Marketing Manager and Head of Brand, Content and Channels.

Organisation Chart

Reports to: Senior Brand & Content Marketing Manager

Manages: Lead Designer, Designer, Videographer & Producer, Videographer & Photographer, Creative Projects Coordinator

Team: The postholder oversees the Creative Studio.

Contacts Internal and external, including level

Contacts

Internal: All teams within Marketing & Communications and staff in all departments and faculties at all levels of seniority at Bournemouth University. Notable integrated working with the Content Marketing team and Digital team.

External: Agencies, suppliers, freelancers and other specialists.

Challenges:

- Busy and demanding workload with multiple complex projects at any one time.
- Stakeholder management and liaison across several teams and at all levels of the organisation.
- Varied levels of confidence and familiarity with design processes and timescales from internal clients and stakeholders.
- Peaks of demand aligned to university recruitment and key activities cycle.
- Limited resources and limited control over volume and timing of requests. Need to manage provision of templates and pool of freelancers and agency partners to manage flexible service requirements.

Information Governance Responsibilities

Data User

- i. Comply with the associated data protection, information security, information management and information technology regulations, policies, processes and procedures.

NB:

The purpose of the job description is to indicate the general level of responsibility and location of the position. The duties may vary from time to time without changing their general character or level of responsibility.

BU is an equal opportunities employer which values a diverse workforce. The post holder must at all times carry out their responsibilities with due regard to the University's Dignity, Diversity and Equality Policy Statement.

Our highly skilled and creative workforce is comprised of individuals drawn from a broad cross section of the globe, and who reflect a variety of backgrounds, talents, perspectives and experiences to build our global learning community. Through fused activity, the post holder must have an understanding of and commitment to promoting a global outlook.

All employees have an obligation to be aware of the University's Sustainability Policy, Climate and Ecological Crisis Action Plan, Travel Plan and associated documents, and to ensure that they carry out their day-to-day activities in an environmentally responsible manner and inspire students to do the same.

June 2025 (MU)



Person Specification

Position / Job Title: Creative Studio Manager		Position No:
Faculty / Service: Marketing & Communications		
SELECTION CRITERIA	Essential / Desirable	
Knowledge (including experience & qualifications)		
Educated to degree-level or equivalent in a creative or marketing-related discipline and/or equivalent experience in a marketing & communications environment		E
Demonstrable experience, working in a studio or design function within an agency or in-house function with responsibilities for design/art direction.		E
Project Management qualification or equivalent experience of project planning and effective management		D
Marketing communications or related experience, including demonstrable experience and knowledge of multimedia communications channels		E
Excellent IT and design skills in Adobe InDesign, Photoshop, Illustrator and MS Office.		E
Experience of developing and applying quality control, workflow, scheduling and evaluation procedures, ideally within a creative environment.		E
Staff, leadership and budget management experience		E
Understanding of branding, content strategy and implementation		D
Knowledge of Higher Education, including key sector-wide developments		D
Skills		
Ability to plan, prioritise and project manage a demanding workload in a pressurised environment and meet tight deadlines		E
Excellent interpersonal skills, including verbal communication, presentation and networking and encouraging the team's profile and visibility with all our community.		E
Excellent design skills for both print and digital media		E
Creative and artistic approach to the production of design, video, animation, image and copy requirements.		E
Excellent copywriting and proofreading skills		D
Excellent problem solving and negotiation skills, with ability to drive projects forward		E
Strong organisational skills and attention to detail		E
Attributes		
Professional, confident approach with credible leadership values		E
Creative approach with ability to inspire and lead a creative function		E
Ability to work as part of a team, including on complex and multi-team projects, as well as on own initiative		E
Ability to persuade and influence		E
High levels of personal commitment and motivation		E
Commitment and flexibility to delivering Service Excellence		E