

<b>Post/Job Title:</b>	<b>Lead Designer (Fixed Term, up to 12 months)</b>
<b>Ref:</b>	<b>592</b>
<b>Location:</b>	<b>Studland House, Lansdowne Campus</b>
<b>Professional Service:</b>	<b>Marketing &amp; Communications</b>
<b>Group/Section:</b>	<b>Brand &amp; Marketing</b>
<b>Normal hours per week:</b>	<b>1.0 FTE</b>
<b>Grade:</b>	<b>5</b>
<b>Accountable to:</b>	<b>Creative Studio Manager</b>
<b>Special Conditions:</b>	<b>Flexible approach and additional hours may be required</b>

### **Job Purpose**

Part of our in-house creative team of graphics designers and videographers, the Lead Designer is responsible for guidance and mentorship of the other Designers as well for the original creation, development and delivery of high-quality design concepts and delivery across all channels and formats. The postholder supports delivery of BU's strategic marketing activities through the creation and production of audience-focused communications and design of integrated marketing campaigns, particularly for student recruitment.

Your design and brand expertise and leadership will key to the support we can offer to colleagues to utilise the brand in their work. You will support our progress towards an increasingly devolved model for design, empowering colleagues with the tools and templates to use and reflect the brand effectively. The Lead designer will independently meet with clients and cover every aspect of design from conceptualisation to delivery of high-quality design ideas and concepts for use across print and digital platforms.

### **Main Responsibilities**

1. Manage creative projects from conception to completion of the design and delivery of the completed product, without supervision and within budget. Coaching the creative team in good creative practice, acting as a brand champion and quality assurance within the team and leading new design projects.
2. Act as the lead liaison, working closely with the Creative Studio Manager, engaging with colleagues to understand objectives, audience and message for each project, agreeing timescales and delivery details for each project, securing agreement to final brief. Provide creative leadership and bring innovative practice to these projects and negotiate on outputs to ensure the best creative solutions and formats to meet the project objectives and audience needs.
3. To be responsible for the provision and art direction of art direction and concepts campaigns, identifying objectives/focus for internal and external teams on new campaigns. Take a lead role in

ensuring user insight and external creative practice drives innovative audience-focussed creative concepts and designs for campaigns. Ensure that objectives, measurement and focus for those campaigns are considered in concept development from the ground up.

4. Take a lead role in ensuring all design is user-focused and complies with the University's visual branding and identity guidelines as well as with accessibility guidelines and the university's values, particularly around inclusivity.
5. Take a coaching role within the team ensuring good practice and guidance around accessibility is consistently embedded in our work, supporting the university's aspirations to create an inclusive experience, ensuring all digital projects conform to all defined standards and process.
6. Lead the identification of suitable projects for templating and AI-driven design tools, developing and delivering design briefs that are flexible enough to cater for differing requirements from the template, and then creating digital and print templates before uploading, testing, managing and maintaining them. The Lead Designer has oversight of brand toolkits, training guides and resources on these tools/platforms. You will lead an M&C feedback group to inform the constant evolution of design tools and resources available.
7. Create multiple versions of artwork ensuring it is compatible with the full range of uses – web, mobile, print, digital pdfs, the full range of social media, digital screens and any other requirements.
8. Take a lead role in relation to brand photography and asset management, developing requirements for photoshoots on an annual basis, and leading the Creative Project Coordinator in the proactive maintenance of the Bynder (or equivalent) asset library ensuring this offers a curated and refined library that is fit for our future design and digital needs (given the integration with the website). Ensure copyright protection of images and appropriate disposal of assets in accordance with our policies.
9. Take a lead role in the coordination and art direction of photographers and partners, engaging with external agencies or contractors as appropriate, ensuring consistency across design and collateral and compliance with the BU brand suite.
10. Train colleagues in appropriate roles in the use of Adobe Creative Suite and online templating and design tools, coaching and leading them in good design practice, and keeping user guides up to date. Troubleshoot any issues with templating systems, either resolving them directly or liaising with providers to ensure resolution and updating guidelines accordingly.
11. Liaise and negotiate directly with colleagues at all levels, external agencies and contractors in a professional and appropriate manner, ensuring consistency across design and collateral and compliance with brand and visual identity guidelines.
12. Take a lead role in BU logo requests ensuring compliance with brand guidelines, escalating queries to the Creative Studio Manager as appropriate.
13. Take responsibility for final sign-off and quality assurance of projects ensuring they are designed in a technically correct fashion and in line with our guidelines. Keep accurate and accessible records of projects for quality control and best practice. Lead the user feedback survey/insights activity and continuous improvement actions across the team.
14. Maintain professional and up-to-date technical knowledge of developments in on and off-line design and production. Take a proactive role with reviewing BU's brand guidelines and evolving our brand architecture in response to changing technology, formats and innovations.
15. Undertake additional relevant tasks, as required by the Creative Studio Manager or Senior Brand & Content Marketing Manager.

### **Organisation Structure**

The Lead Designer reports to the Creative Studio Manager within Marketing & Communications (M&C). It coaches and supports a team of Designers, whilst their formal line management resides with the Creative Studio Manager.

M&C is responsible for the University's strategic marketing, student recruitment, information and research, corporate and internal communications.

### **Challenges**

- Creating original and high quality work within a constrained budget and timescales
- Keeping up-to-date with technological advances within the industry and current design trends
- Liaising with a wide range of internal and external contacts and effectively responding to their (potentially conflicting) priorities.

### **Contacts**

**Internal** All staff across BU.

**External** Outside suppliers, printers, design agencies, partner colleges and other universities.

### **Data User**

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

### **Safeguarding and Regulated Activity**

If the role involves engaging in regulated activity relevant to vulnerable groups including children and disabled adults, it is an [offence to apply for](#) and perform the role, if a person is barred from engaging in regulated activity. Further information is available in BU's [Safeguarding Policy](#) and Suitability Statement on the Recruitment and Employment of Ex-offenders.

### **Additional Information**

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.

## Person Specification

<b>Post / Job Title:</b> Lead Designer	<b>Post No:</b> TBC
<b>School / Service:</b> Marketing & Communications	<b>Date:</b> February 2026
<b>SELECTION CRITERIA</b>	<b>Essential / Desirable</b>
<b>Knowledge (including experience &amp; qualifications)</b>	
Educated to degree level or equivalent in a graphic design discipline with experience in a team or studio environment	E
Demonstrable relevant experience of production of publications, including understanding/experience of pre-press and production processes	E
Thorough working knowledge of InDesign, Photoshop, Illustrator	E
Experience in delivering print projects to meet budget and deadlines	E
Experience of working within brand guidelines	E
Marketing communications or related experience, including demonstrable experience and knowledge of multimedia communications channels	E
Experience of developing and applying quality control, workflow, scheduling and evaluation procedures, ideally within a creative environment.	E
Experience of working on variety of different projects, e.g. newsletters, catalogues, exhibition stands, merchandise, billboards etc.	E
Up-to-date understanding of graphic design industry and interplay between online and offline	E
Experience of generating audience-focused designs which deliver results	E
Knowledge/understanding of a higher education environment	D
Experience of designing for digital platforms/channels	D
<b>Skills</b>	
Excellent organisational skills with the ability to plan, prioritise and project manage a demanding workload in a pressured environment to meet deadlines	E
Good understanding of Mac and PC systems, with competence in Microsoft Office	E
Sound knowledge of design technology and applications	E
Attention to detail and commitment to quality	E
Excellent problem solving and negotiation skills, with ability to drive projects forward	E
Design communication skills	E
Photography and art direction	D
Good illustration skills	E
Copywriting and proofreading skills	D
<b>Attributes</b>	
Professional, confident approach with credible leadership values	E
Creativity	E

Ability to work as part of a team, including on complex and multi-team projects, as well as on own initiative	E
Proactive and enthusiastic	E
Ability to persuade and influence	E
Eye for detail and quality conscious	E
Commitment to delivering Service Excellence	E