



Job Description

This form summarises the purpose of the job and lists its key tasks. It is not a definitive list of all the tasks to be undertaken as those can be varied from time to time at the discretion of the School, in consultation with the postholder.

Job title: Design Studio Manager

Department/Division: Communications Division **Accountable to:** Head of Corporate Marketing

Job Summary

Responsible for the management and day to day running of the Design Unit and for the art direction and quality of work produced. The candidate would also be required to do some design work (less than 50%). The post-holder will work closely with staff to plan resources to ensure projects are high quality, on brand, delivered on time and on budget. The post-holder will also be responsible for account management of clients from brief to delivery including presentation of visual concepts and invoicing of same when required. The post-holder will also oversee the LSE photography unit.

Duties and Responsibilities

Main duties and responsibilities

- Ability to interpret creative briefs to ensure the Design Unit produces work on brand and of outstanding quality for both print and digital channels.
- Preparation of presentations and quotations for existing and prospective clients.
- Account management of clients from brief to delivery inc invoicing of same
- The Art Director will undertake some design work also according to the needs of the unit (but on average less than 50%)
- Working with the Head of Corporate Marketing in producing a coherent visual identity for LSE.
- To manage, disseminate and integrate the LSE brand into the work of the unit as well as ensuring that brand identity is policed in LSE. This will involve being a brand guardian, educating the LSE community re use of the brand as well as answering logo and brand queries.
- Ability to guide designers on creative concepts and print and digital production processes to ensure a high standard of output, (including practical aspects of design solutions such as scheduling, working to a budget and proofing design work).
- Ability to give creative direction to designers on initial and final designs to interpret the clients message within the overall design and ensuring final output is on brand.
- Work with the Design Co-ordinator to ensure production of work is on time and to budget, including print processes, and clients are kept well informed of job progress
- Ensure the photography unit is adhering to brand guidelines, providing an outstanding photography service to the School and producing quality images to be held on a well maintained central image library
- Run weekly team briefing meetings, regular 121s and annual CDRs (career development reviews) for teams
- Produce annual management information reports as well as customer satisfaction surveys to measure/monitor the output of the units



Required Competencies

Communication

- Regularly required to communicate information, both verbally and in writing, which requires careful explanation and interpretation, taking into account what to communicate and how best to convey the information. Information will be specialist in nature and may include: explaining policies, brand guidelines and detailed procedures to others; explaining the operation of a specialist systems/equipment; dealing with conflicts/issues which require higher levels of tact, diplomacy and sensitivity; conducting briefing sessions and presentations; writing and contributing to handbooks and guidance manuals; writing factual reports, procedures and guidelines;.
- Also required to communicate (verbally and in writing) complex conceptual ideas or complex information which is highly detailed, technical or specialist e.g. conveying new legal requirements/Brand Guidelines and brand identity – explaining how these will impact on policy and practice; making presentations to mixed interest groups; influencing others' thinking; negotiating a complex or detailed contract; preparing and presenting complex reports to senior staff/external bodies; writing policy documents; writing explanations of complex systems, regulations etc; delivering briefings
- Effective account management of clients from brief to delivery, ensuring client is given specialist brand and design advice and is kept abreast of progress.

Team work and motivation

- Ability to lead and motivate the team.
- Heading up larger design projects where a number of designers are involved.
- Training/arranging training for new and existing staff especially in software packages.
- Coaching the design team, including individual feedback, to help improve design, layout and typographic skills.
- Holds regular team meetings and 121s with team members as well as annual Career Development Reviews (CDRs)

Liaison and networking

- Promoting the unit's creative and concept work to the School community.
- Liaising with and account managing clients to obtain a creative brief and find design solutions.
- Liaising and networking with the school community to educate them on brand identity

Planning and organising resources

- Operating within the overall budget for the Unit.
- Ensuring a good understanding of client needs and project outcomes.
- Prioritising the Unit's work and ensuring jobs are completed to the highest possible standard, on schedule, to specification and within budget.
- Advising clients, management and academics of design feasibility of their proposed projects – also informing their planning of marketing materials.

Initiative and problem solving

- Advising on creative and technical solutions.
- Signing off final artwork to print.
- To find design solutions for the LSE's wide range of multi-channel marketing and promotional



materials.

- Negotiating with clients when problems occur to bring a positive outcome to a situation.

Service delivery

- To lead the staff team
- To ensure the Design Unit and Photography Unit fulfils the requirements of clients and the Schools brand identity guidelines.

Flexibility

To deliver services effectively, a degree of flexibility may be required in the duties performed in order to meet the demands of service. Job roles may also naturally develop over time and ongoing substantial changes to a role will be discussed between line managers and their staff, with job descriptions updated as and when appropriate.

Equity, Diversity and Inclusion (EDI)

LSE is committed to building a diverse, equitable and truly inclusive university. All posts (and post holders) will seek to ensure diversity and inclusion, while opposing all forms of unlawful and unfair discrimination on the grounds of age, disability, gender identity, marriage and civil partnership, pregnancy and maternity, race, nationality, ethnic or national origin, religion or belief, sex and sexual orientation, or social and economic background.

Ethics Code

Posts (and post holders) are assumed to have a responsibility to act in accordance with the School's Ethics Code and to promote the principles and values that the Code enshrines. The Ethics Code clearly states that the whole LSE community, including all staff, students, and governors of LSE, are expected to act in accordance with the principles which are set out in the Code. As such you are required to read and familiarise yourself with it. The School's Effective Behaviours Framework is designed to support this Code. It sets out examples for the six behaviours that all staff are expected to demonstrate, these can be found on the following link: [click here](#)

Environmental Sustainability

The post holder is required to minimise environmental impact in the performance of the role, and actively contribute to the delivery of the LSE Environmental Policy.