**JOB DESCRIPTION**

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Creative Services Manager</th>
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<tbody>
<tr>
<td>Department / Unit:</td>
<td>Marketing and Communications</td>
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<tr>
<td>Job type</td>
<td>Permanent</td>
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<tr>
<td>Grade:</td>
<td>RHUL 7</td>
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<tr>
<td>Accountable to:</td>
<td>Head of Marketing</td>
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<tr>
<td>Accountable for:</td>
<td>Senior Creative Designer; Senior Creative Artworker</td>
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The Marketing group is responsible for motivating and engaging target external audiences by identifying, bringing to life and effectively expressing Royal Holloway’s stories through a variety of channels in the most inspiring, impactful and relevant way.

**Purpose of the post**

The Creative Services Manager is responsible for the day-to-day operation of Royal Holloway’s in-house Design team. An amalgamation of studio/production manager, traffic manager and print buyer, the role primarily handles the workflow of requests and projects as briefed by internal clients, and is responsible for utilising available resources to co-ordinate the full design process from concept to delivery. The role is integral to ensuring quality control and adherence to the Royal Holloway brand, and contributes to art direction and the development of new visual approaches. The role also provides a print buying function for the university and as such has responsibility for ensuring compliance with procurement guidelines.

**Key tasks**

1. Manage the workflow of jobs within the Design team, to include:
   - Being first point of contact for design-related queries, and liaising directly with internal clients where necessary
   - Prioritising and scheduling the workflow and monitoring the progress of all jobs to ensure deadlines are met
   - Monitoring team capacity and resource against demand on an ongoing basis; managing resource constraints and being alert to emerging problems
   - Proactively identifying issues and creating solutions in regards to workflow, and raising any risks to the client at the earliest opportunity
   - Leading a weekly production meeting with relevant stakeholders to update on job progress and highlight issues
   - Negotiating timelines with third party suppliers to meet deadlines.
2. Ensure quality control and strict adherence with Royal Holloway’s brand, to include:
   - Establishing, implementing and maintaining quality control mechanisms within the team and among external suppliers
   - Providing clarity of roles and responsibilities in the response to a brief
   - Checking that all material is of the highest standard and consistent with the university’s brand, before it is returned to the client
   - Keeping colleagues within the Marketing and Communications directorate up to date on practical application of the university’s visual identity, and best practice.

3. Develop, grow and maintain effective working relationships and networks with key individuals internally.

4. Build, maintain and review relationships with third parties e.g. freelance designers, printers, photographers, merchandise suppliers. Assess, select and evaluate potential suppliers.

5. Be responsible for compliance with the university’s procurement guidelines, and achieving cost-effectiveness, to include:
   - Sourcing estimates from appropriate suppliers and make recommendations that balance cost-effectiveness with quality
   - Aiming to make efficiencies where possible e.g. by combining orders if appropriate
   - Ensuring that rules around the appointment and payment of suppliers and freelancers is compliant with the university’s guidelines.

6. Be recognised as the subject-matter expert for design, print and production queries, and to apply that expertise to:
   - Contributing to the development of new concepts/approaches
   - Contributing to art direction, particularly before and during photoshoots
   - Directly brief photographers
   - Contributing to the development, and overseeing the practical operations, of the university’s online image library

7. Ensure the day-to-day smooth running of the Design team’s operations, to include:
   - Using a traffic system to monitor and report on workload and progress
   - Handling some financial administration work relating to the Design team’s work e.g. raising purchase orders
   - Managing the day to day use of allocated file storage so that all files are accessible to required staff
   - Working in conjunction with IT to review and update systems including software, asset and traffic management systems.

8. Occasionally directly support with basic artwork on occasion, as the need arises.

9. Support some out-of-hours activities and events, in accordance with the university’s TOIL policy, for instance Open Days.

10. In agreement with the Head of Marketing, volunteer time during the working day to support other university priorities such as, but not limited to, Graduation and NSS survey completion.
11. Any other duties as required by the line manager, Assistant Director or Director that are commensurate with the grade.

The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the university. The post holder will be expected to undertake other duties as appropriate.

The post holder may be required to work at any of the locations at which the business of Royal Holloway is conducted.

**Internal and external relationships**

The following list is not exhaustive but the post holder will be required to liaise with:

- Marketing Group: Marketing, Marketing Campaigns and Digital colleagues
- Internal Communications team
- Events team
- Student Recruitment teams
- IT team
- Finance team
- Academic staff
- Other Professional Services staff
- Relevant external suppliers