

JOB DESCRIPTION

Job Title	Designer		
Reports to	Head of Content		
Department	Marketing & Communications		
Job Family	Brand	Level	3

About the School

At London Business School, we strive to have a profound impact on the way the world does business and the way business impacts the world. Our departments work hard to ensure that we are continually delivering a world-class service, academic excellence and that our course offering maintains our place as a leading business school.

With thought-leading faculty and dynamic learning solutions, we empower both businesses and individuals by offering a transformational learning experience that will broaden their professional knowledge and global mindset. As well as offering postgraduate courses for the business leaders of the future, we run open and customised executive courses for professionals and corporate clients that help leaders identify the future focus and strategic direction of their businesses.

With London in our hearts, we draw from its status as a financial, entrepreneurial and cultural hub to attract a diverse range of students and faculty, creating an abundance of opportunities to network with industry experts and alumni worldwide.

About the Department

Marketing & Communications operates as a centralised function for the School. We are comprised of specialist and multi-disciplinary teams serving the needs and requirements of all marketing and communication activities. Our role is to attract, engage and inspire 'diverse minds' from across the globe to learn and continue to learn with us (both individuals and organisations) as they transform throughout their careers and create profound impact in whatever they do.

Our key focus areas are to:

- Elevate our brand and reputation
- Fuel an outstanding and diverse pipeline of students and participants
- Drive alumni engagement and advocacy
- Define & optimise digital customer experiences

Job Purpose

To ideate and create compelling visual content that plays out across multiple formats and channels – specifically social media (both static and dynamic), press and print materials, marketing collateral and other marketing visual assets that can tell our brand story in engaging and unique ways. Your ideas will have equal value as your specialist graphic design capabilities and you will play a key role in campaign execution and the evolution of our visual identity – continuing to refine and optimise our existing brand guidelines to ensure they are progressive and fit-for-purpose for new ways of bringing our brand to life.

How we bring our brand to life is exceptionally important in attracting, engaging and inspiring multiple audiences and our community about what LBS offers and how we are a different proposition to other business schools and competitor offerings. You will be responsible for continuing to find new ways to tell our story through visual design, animations and other graphical storytelling skills that will make us a preferred choice in business education.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Design, Graphics & Animation

- Use your balanced skillset of relevant graphics software and creativity skills to develop and design animation graphics for a range of marketing activities and initiatives
- Create layouts and different designs that are optimised for specific messaging, formats and platforms to ensure high quality audience engagement
- Understand and challenge the big and small briefs to ensure a 'right first' time outcome for design work, that excites our stakeholders and our audiences
- Creating a wide range of graphics and layouts for product illustrations, company logos, and websites with software such as photoshop.
- Understanding of marketing, production, website design, corporate identity, product packaging, advertisements, and multimedia design.
- Reviewing final layouts and suggesting improvements when necessary.
- Attention to detail, adaptability, and receptiveness to feedback and direction
- Ability to work independently or with a team to develop animations and solve problems

Brand Management

- Draft and develop brand content and materials to a set brief for use in campaigns, initiatives and other brand activities.
- Provide specialist/technical knowledge to inform the design of brand materials, and/or the development of campaigns/ initiatives in line with best practice.
- Quality assure content developed in- house or by agencies to ensure that it meets brand guidelines.

- Develop relationships with a range of customers and stakeholders through the provision of day-to-day advice and specialist/technical brand services.
- Act as a brand champion, sharing examples of best practice with colleagues and stakeholders, to support continuous improvement.

Project/Campaign Management

- Plan and deliver a range of straightforward projects/campaigns, and/or contribute to more complex projects/campaigns with guidance from more senior colleagues, to ensure delivery against project time, cost and quality standards, and targets.

Analysis and Reporting

- Create and maintain monitoring mechanisms to record and track engagement levels, response rates and achievement of key performance indicator targets.
- Conduct market research/data analysis, obtaining information from a broad range of sources, to identify trends, provide insight and suggest action to develop the School's reputation.
- Liaise across the team to prepare reports to inform review, planning and decision-making.

Product/Technical Knowledge

- Build and maintain a thorough understanding of London Business School's offerings, with an understanding of what differentiates the School from competitors, for use in the development of brand content.
- Monitor the development of new techniques, technology and trends in own area and use insights to suggest new ways of working to support innovation in brand development.

Collaboration

- Collaborate closely with team members and other departments across the School to enable cross department working, sharing of intelligence, identifying new opportunities and a stronger development of the brand.

Financial Management

- Monitor and review financial activity for own area of specialism to ensure the accurate completion of standard financial processes within budget and the provision of up-to-date information to support decision making.

Process Improvement

- Monitor processes, systems and practices within area of specialism, plan and carry out regular reviews to identify opportunities for improvement in light of changing needs, feedback and/or current best practice thinking; follow through on improvement once agreed.

Change Management

- Champion change by role modelling the behavior expected from all colleagues, and follow through on new activities or actions brought about change to help support its successful implementation.

KPIs:

- Delivery of high-quality service in own area of specialism.
- Production of high-quality brand content.
- Contribution to the overall success of brand initiatives.
- Projects/campaigns delivered on time, on budget and to quality standards and targets.
- Production of high-quality reports, with the identification of trends and issues.
- Identification of technological, and process advancements and innovations in own area.
- Development of relationships within and outside the team, and positive feedback from colleagues.
- Up-to-date and accurate financial information for own service area.
- Improvements to processes and procedures in own area of specialism.

Knowledge/Qualifications/Skills/Experience required

- Full and fluent knowledge of current design tools and software, including InDesign, Photoshop, Illustrator and Acrobat (essential)
- Good After Effects and/or motion graphic software knowledge (e.g. Adobe Animate) (desirable)
- Working knowledge of HTML and CSS (desirable)
- Significant experience across a range of design materials (both digital and print)
- Image retouching and photo correction skills
- Good communication and organisational skills
- Sound working knowledge of standard IT packages, systems and/or databases
- Proactive approach to relationship development with colleagues and stakeholders
- Excellent attention to detail
- Ability to maintain a strong connection between different departments
- Experience of leading delivery within a complex organisation with multiple competing demands.

Staff	n/a
Budgets	
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