



Job Description

Head of Design

January 2024

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| Job title | Head of Design |
| Responsible to | Creative Director |
| Role summary | <p>What your role will comprise of:</p> <ul style="list-style-type: none">• Manage the Design Team to ensure effective performance, planning and allocating work and tasks and be responsible for day-to-day people management• Provide project and performance updates to Directors as and when required• Work closely with the Project Manager on all digital projects to ensure smooth and effective project delivery to clients• Responsible for a range of design-based client accounts, applying high levels of technical knowledge and expertise to create bespoke graphic design, brand communications, marketing and web-based solutions that offer a great user experience and exceed client needs and expectations• Motivate and mentor design teams• Oversee all design elements, from the initial conception to final delivery• Team assessment and implementation of individual development plans• Responsibility for producing high quality work that is delivered on time and within budget• Act as first point of contact for all client enquiries and build excellent relationships with clients• Provide support to colleagues and contribute to the overall development and performance of company goals• Provide day-to-day support to the Creative Director• Provide project cost estimates for design related tasks on all projects• Listen to design needs, come up with ideas and communicate them to clients and other members of the team• Delegate design tasks and provide support for all design team members• Collaborating with marketing and development teams across the organisation to drive up standards of creativity. |
| Direct reports | <ul style="list-style-type: none">• Designers. |
| Accountability and responsibility | <ul style="list-style-type: none">• Accountable for the effective delivery of all design elements of projects• Accountable for managing client relationships and expectations• Accountable for planning and allocating design related work and tasks to ensure deadlines are met• Accountable for implementing designs to all areas of the project• Accountable for delivering effective and well created client briefs to the design team |

- Accountable for developing effective client relationships
- Accountable for the Quality Assurance of all design related outputs
- Responsible for pitching ideas to clients
- Responsible for managing budgets effectively for all design related activity
- Responsible for keeping clients updated on progress and answering queries where relevant
- Responsible for translating ideas to the creative team (designers)
- Responsible for line management of the design team
- Responsible for facilitating 121's and Personal Development Reviews with the design team
- Responsible for providing technical expertise and guidance
- Responsible for providing time and project cost estimates to the Creative Director
- Responsible for decision making and personal ownership of performance and development
- Responsible for delegating suitable design tasks.

Key deliverables

- Effectively manage all design/creative projects in the business
- Support the design team across all design projects
- Research, develop and evaluate design trends to ensure the business is competitive in the sector
- Effective client, staff, and partner communications
- Effective communication with colleagues providing detailed activity reports and project updates
- Develop direct working relationships with the development team to design the framework - or 'architecture' - of websites
- Preparation of concepts, showing the background research, key messages and how the different elements of the design work together.

Key performance measures

- Quality/effective designs
- Team retention
- Team personal development
- Budget management
- Customer testimonials and feedback
- Retention of clients
- New business from existing clients
- Recommendations from existing clients
- General business growth
- Meeting deadlines and project delivery.

- Personal attributes**
- Degree in design related subject is preferred
 - Ideally client-side experience, with agency experience as an advantage
 - 5 years+ experience in design, ideally within a senior role
 - Flexible and adaptable approach
 - Leader of people
 - Able to manage numerous projects at one time.

- Required skills**
- Strong analytical and project management skills
 - Excellent written and verbal skills
 - Experience of relationship management and getting things done through others
 - Experience in managing individuals or a team
 - First-hand experience of web design, animation, and advertising
 - Excellent communicator
 - Able to translate ideas and bring them to life.

Benefits

- Benefits include**
- Salary £30k - £40k depending on experience
 - Hybrid working (from office and home)
 - Company contributory pension
 - Profit share scheme
 - Company Health Cash Plan membership
 - Generous holiday package including your birthday
 - Apple MacBook laptop
 - Bike to work scheme
 - Access to our 'self-improvement fund' where you can claim up to £150 a year to spend on advancing your skills or knowledge or learning new ones
 - A supportive team who values their employees
 - A phenomenal culture in which to shine and flourish
 - City Centre location, 5 mins from Central Station.