

Job Description

Creative Services Manager



Role Profile	J
Service/Team	Communications & Marketing
Reports to	Director of Communications
Responsible for	2-4
Number of posts	1
Post number	11303

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delivering creative concepts, brands, and campaigns, which resonate with the target audience, across a wide range of outcomes including, but not limited to, brand and product awareness, customer acquisition and retention, recruitment, behaviour change and income generation. This includes the creation, oversight, and development of a distinct, recognisable, legible, and cohesive BCP Council brand architecture.

Job Overview

This role will lead and manage a professional and high-quality creative services team which delivers research-based, audience centric, and outcome driven marketing solutions. Responsible for managing internal and external creative resource across the council; including creative audits, reviewing briefs, triaging work, developing and presenting creative and forecasting workflow. To act as the creative lead for the council, developing concepts that maximise the effectiveness of communications and marketing, and ensure recognition of the council's brand. To educate and illustrate the impact audience centric creative can have across digital marketing and advertising channels. To undertake internally or commission externally the full range of creative skills and techniques available, including but not limited to; art direction, graphic design, digital design, artwork, retouching, illustration, photography, video, and print production.

Key Responsibilities

- To lead and develop the council's creative services team, ensuring the service is run well and has a good reputation across the council
- To raise awareness of the impact behavioural science has on creative execution
- To proactively manage effective liaison with communications and marketing colleagues, clients, and external suppliers
- To implement and oversee creative execution across a wide range of marketing tactics including print, promotion, email marketing, out of home, web, video, online and offline adverts, and social media.
- To act as creative lead for the council, developing creative concepts that will deliver outcomes set and provide good return on investment
- To develop, review, and manage the council's brand identity and brand architecture, ensuring it remains effective and relevant and that it is used correctly across the council and its partners.
- To manage and coordinate the council's use of creative external suppliers through an agency roster (e.g. design, video, photography, illustration, animation etc), exploring

competitive procurement frameworks, dynamic purchasing systems, and set up of contracts where required, including IR35 checks, managing workflows, and ensuring the council achieves a good return on investment.

- To oversee the management of the council's image library for use by the council and its partners.
- To lead the team in identifying opportunities to generate external income from creative services, ensuring any associated income targets are achieved through effective external client acquisition and retention
- To proactively manage the team, coaching and supporting their professional development, sharing constructive feedback, celebrating success, fostering ideas, setting objectives, holding 1-2-1s, developing talent, inspiring high performance, and managing poor performance
- To seek out efficiencies and savings from across the organisation (eg external agency spend) using client evidence and data and propose ways to achieve more cost-effective solutions
- To identify opportunities and undertake for co-production where relevant
- To share skills and expertise across teams, identifying and implementing opportunities for upskilling or devolving simple templates

Specific Qualifications and Experience

- Relevant degree or equivalent experience in creative services
- Advanced relevant professional qualification desirable (or equivalent experience)
- Continuous professional development and understanding of industry best practice, maximising partnership opportunities, and demonstrating broader commercial awareness
- Experience of leading a team to develop creative that is audience focussed, outcome driven, and research based across multiple channels
- Experience of digital design software packages (InDesign, PhotoShop, Adobe Creative Suite etc) and knowledge of creative packages that may not be available inhouse, but need specialist expertise in order to commission competitively
- Experience of interpreting audience research and using behavioural science to inform creative
- Experience of providing line management, managing all aspects of performance and change management
- Experience of managing creative workflow, triage, and job allocation in an environment of frequently conflicting priorities, changing demands and strict deadlines
- Experience of creating and evolving brands across a large organisation
- Experience of presenting creative concepts to clients, using evidence to explain creative thinking, and effective interpersonal and persuasion skills
- Experience of winning and retaining design work from external clients maximising income opportunities
- Experience of leading the interrogation of creative briefs so that they are seen through an audience focussed lens, analysing the information provided and identifying gaps, and highlighting relevant trends or issues to inform strategic direction
- Experience of managing a roster of external agencies effectively to assist with inhouse capacity
- Experience of building fruitful and mutually respectful client relationships internally and externally
- Experience of considering the diverse needs of customers/clients and where relevant working to a co-design model

- Experience of working within the legal and regulatory requirements relating to the creative industry such as copyright, trademarks, and advertising standards, and highlighting risks and necessary processes and procedures to colleagues.

Personal Qualities & Attributes

- Creative thinker
- Audience focussed
- Takes personal responsibility
- Embraces change
- Manages commercial demands
- Ability to work to tight deadlines
- Excellent relationship building, communication, and influencing skills
- Enjoys working in a fast-paced environment with multiple and sometimes conflicting customers and projects
- Can-do attitude - able to find solutions to complex or contentious problems in a pragmatic and positive way
- Enthusiastic, proactive and positive