Role Profile

Role	Creative Services Lead	**Location**	Home-based
Accountable for	Senior Graphic Designer Creative Multimedia Producer Content and Publications Officer Content and Publications Assistant	**Accountable to**	Head of Brand and Content
Core Anchor Level	Support	**Travel**	Occasional travel will be required as part of this role (this may include team meetings or other work-related meetings)
DBS check	No	**Salary | Grade**	Circa £49,700 per annum (inner London weighting £3,950 per annum or outer London weighting £2,457 per annum may be applied in accordance with where you live) | Grade F
Contract Type	12-month fixed term contract		
To be read alongside: Our Competency Framework, Directorate Charter and Team Charter			

Overall purpose and impact
This role leads and develops the charity's in-house creative function, ensuring: • The integrity of the brand's architecture and identity is consistently protected and championed so that audiences have a coherent experience at every touchpoint. • The development of any brand and product visual identities is audience-led, in line with corporate objectives, and takes a digital-first approach. • Highly creative solutions and audience-focused content and communications are delivered by the Creative Team.

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The role combines creative leadership with operational excellence. This role will be responsible for developing and protecting the brand, interpreting brand and product strategies into distinctive visual identities and communications, driving high-quality creative, especially across digital environment, and ensuring the efficient management of resources, budgets, workflows, systems, suppliers, and production processes.

Leading a multidisciplinary team of designers, film and photography producers, writers, and operational staff, this role will foster a high-performing, collaborative culture that delivers exceptional creative work while balancing organisational priorities and stakeholder needs.

The impact of this role is a stronger, more recognisable brand, with communications and content that inspire engagement, support fundraising, and advance organisational objectives.

Responsibilities	**Measured through delivery of**
Creative leadership and direction • Provide strategic leadership for the Creative Services function, establishing a clear creative vision aligned with organisational and brand objectives. • Support the Head of Brand and Content in managing the brand strategy, including stewarding and evolving the charity's visual identity and brand guidelines to ensure relevance, impact and consistency. • Lead the development of innovative and effective creative concepts for brand and product visual identities and propositions. • Act as lead art director across major projects (for example campaign asset implementation, fundraising activations, service communications, digital experiences, and publications), providing creative guidance and direction to the team, internal client teams and external agencies and freelancers. • Ensure all creative output is audience-led, insight-driven, accessible, inclusive and aligned with best practice in communication and design. • Promote creativity, innovation and continuous improvement across the team. • Drive excellence in storytelling, content creation and creative execution across all channels and formats.	Annual objectives; 360 feedback; project results

• Champion and promote the role of the team and their work across the charity. • Maintain industry knowledge, in and outside of the sector, including doing market analysis where needed.	
Lead a digital-first approach • Ensure creative solutions have digital application and accessibility at its core. • Work closely with the digital marketing, digital development, website, email and social media teams in the design of their applications (e.g. digital ads across social and HTML5 display, website, YouTube, email, social posts, apps) and the development of digital guidelines. • Build and enhance the digital capabilities of the Creative Services Team, including looking at how AI may assist.	Annual objectives; 360 feedback; project results

Content and communications excellence
• Provide expert guidance on what constitutes effective content and communications.
• Ensure creative output supports distinct objectives across:
  ○ Brand communications.
  ○ Beneficiary and service-user communications.
  ○ Fundraising communications.
  ○ Advocacy and policy communications.
  ○ Research communications.
  ○ Internal and corporate communications.
• Champion audience-centred communications that meet varying emotional, informational and behavioural needs.
• Collaborate with communications, marketing, fundraising, policy and influencing, research, and service teams to ensure creative solutions deliver desired outcomes.
	Annual objectives; 360 feedback; project results

Team leadership and development • Lead and inspire a multidisciplinary team. • Create an inclusive, supportive and high-performing team culture.	Annual objectives; 360 feedback

• Provide coaching, mentoring and professional development opportunities. • Set clear objectives, manage performance and support career progression. • Enhance capabilities across design, digital, content creation, and production disciplines, ensuring the team is up to date with industry knowledge, standards and trends.	
Stakeholder management • Build strong relationships with cross-functional teams and colleagues (internal clients, product owners, channel owners) of all levels of seniority. • Act as a trusted adviser on creative, brand and communications matters. • Translate complex stakeholder needs into clear creative briefs and deliverables. • Influence decision-making through expert creative and strategic counsel.	Annual objectives; 360 feedback; project results
Creative operations, processes and systems Oversee the day-to-day operation of the Creative Services function, including: • Effective resource planning and project trafficking processes to ensure workloads are balanced and priorities are managed effectively. • Optimise briefing and production workflows to maximise quality, speed and efficiency. • Monitor service standards and performance metrics. • Ensure creative projects are delivered on time, within budget and to agreed quality standards. • Management and optimisation of the digital asset management system. • Ensure appropriate governance, storage, accessibility and licensing of creative assets. • Ensure compliance of consent processes for the protection of contributors/storytellers in content.	Annual objectives; 360 feedback; project results
Agency and supplier management • Manage and optimise the external creative roster, covering agencies, freelancers and system suppliers, including negotiating contracts where needed. • Build strong partnerships that deliver value, creativity and quality. • Provide strategic creative oversight and quality control for externally produced work.	Annual objectives; 360 feedback; project results

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Financial and budget management • Manage the content budget, including forecasting, monitoring spend and ensuring efficient use of organisational resources. • Identify opportunities for efficiencies and cost savings without compromising quality. • Support business case development and investment planning for creative initiatives, technology and resources.	Annual objectives

Person Specification
1. Relevant qualification (undergraduate degree minimum) in related creative discipline, e.g. graphic design, media, art, digital.
2. Significant experience leading creative, brand or studio teams and multidisciplinary creative professionals.
3. Proven creative leadership and art direction in brand/visual identity systems, storytelling, content and communications, across online and offline channels.
4. Experience managing budgets, creative operations, resource planning, workflow, trafficking and digital asset management and associated governance requirements such as copyright, licensing, consent and the responsible use of creative assets.
5. Experience managing creative rosters, external agencies, freelancers and suppliers.
6. Excellent people leadership, coaching and team development capabilities.
7. Excellent communication and presentation skills, with the ability to collaborate with and motivate a wide range of stakeholders at all levels of seniority.
8. Ability to translate strategic and client objectives into compelling, audience-focused creative briefs and solutions.
9. Evidence of applying curiosity, innovation and forward thinking to anticipate trends and develop effective creative solutions.
10. Knowledge of accessibility across online and offline channels, inclusion, and user-centred design.
11. Awareness of emerging creative technologies, including AI, and the ability to assess and apply them responsibly to improve creative quality and efficiency.
12. Knowledge and experience of using relevant programmes, i.e. Adobe Creative Suite (Photoshop, Illustrator, InDesign) and Figma.
13. Ability to balance competing priorities in a complex organisation, from major initiatives to business-as-usual briefs.
14. Commitment to equality, diversity and inclusion, with the ability to apply these principles in day-to-day work.
15. To have an understanding of stroke.