Job description

Post: Creative Studio Manager

Reporting to: Head of Product

Main purpose of job

- Responsibility for driving and delivering high-levels of creative output from the Product Development Design Team. This includes all covermounts, subscription kits, co-brands, own brands and packaging.
- To represent the Company goals and objectives, developing the strategy and structure for the department to support the business growth plan.
- Overall responsibility for the design, quality, productivity and efficiency of the team.
- To motivate, empower and mentor everyone in your teams to understand the vision of the business, and their role in delivering it.
- To lead by example in best practice and attitude; to develop your team by providing them with guidance and inspiration leading to maximising their individual skill sets. Encourage positivity, good communication and a strong team spirit.
- Ensure the design team's work is consistently eye catching, commercially effective, high quality, innovative and suitable for the target audience. Also, that it is delivered on time & in budget following agreed processes and procedures.
- To support the team by contributing your own design projects to ensure monthly output is achieved.

Main duties

- Lead the creative direction and development of the Product Design Team.
- Work with the Head of Product to allocate artwork and agree the workflow of the team to ensure maximum efficiency while maintaining quality.
- Monitor the department's daily workflow, assign project workload and monitor deadlines and budgets. Ensure all deadlines are met.
- Work closely with the Product Manager and Covermount Manager to ensure briefs and specifications are clearly written, communicated and executed.
- Develop and share good understanding of the market, success or failure of products produced and a clear understanding of what excellence looks like. Encourage trend

and competitor awareness and product innovation.

- Review work, troubleshoot and provide feedback to your creative teams.
- Ensure artwork created fits the brief, specification and production parameters for each product category and encourage close attention to detail in packaging and manufacturing guidelines.
- Work closely and collaboratively with other department heads and in conjunction with other stakeholders, continually look for & implement improvements to procedures.
- Work with the Head of Product, Product Manager and Covermount Manager in product development pipeline planning to ensure the company's growth plan is met.
- Be a role model for your team; helping them understand what it takes to operate at the highest levels.
- Build a positive and affirming creative environment for people to do their best work.
- Ensure remote workers and freelancers practice good time management, regular communication and excellent housekeeping for smooth production.
- Monitor, analyse and report on team performance, productivity, time management and morale. Help to calibrate and look for areas for improvement.
- Run monthly meetings to review competitor products against our own to ensure we continually maintain market-leading standards.
- Develop the skills, knowledge and engagement of your team; identifying and implementing or outsourcing any training required.
- Mange design budgets and make recommendations.
- Work in a fast-paced environment with tight deadlines and moving between projects as requirements change.
- Contribute to and encourage your team's contribution to product concepts and development of bespoke new collections, brands, products and packaging.
- Work with the Head of Product to establish brand positioning, strategy and guidelines.