



# Creative and Design Manager

**Grade:** 10

**Directorate:** Marketing and Supporter Development

**Location:** WWT Slimbridge

**Reporting to:** Head of Content

**Main function of post:** To lead on visual design and generate ideas for our marketing and content development, delivering inspiring on-brand and audience-appropriate creative design across all our channels.

**Supervisory responsibilities:** 1 x Design Executive, plus freelancers and volunteers

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## Main duties of the post

1. Provide leadership on creative, design and visual communication.
2. Generate creative ideas to engage our audiences with wetlands, their wildlife, and our conservation programmes.
3. Produce outstanding creative work
4. Develop a design structure for our online and offline content, including templates for webpages, email newsletters, infographics, presentations and reports.
5. Own our visual identity and work with the visitor centre design team to keep it aligned to our organisation vision and strategy and help it evolve so it remains current and relevant to our audiences.
6. Manage the delivery of all design work for our internal clients (all teams except our visitor centres) through a mixture of your own work, and that of the design executive and freelancers.
7. Manage our brand management platform, license fonts and all associated aspects of design within the organisation.

8. Provide leadership to all staff and volunteers within the team, enabling every team member's contribution to be maximised by ensuring that the appropriate levels of direction and support are provided through professional line management in line with WWT's people frameworks.
9. Ensure the health, safety and wellbeing of everyone in your team is an integral part of how they work, creating a safe environment for staff, volunteers and visitors by implementing WWT's health and safety policies and guidelines.
10. Be responsible for ensuring that your team engage with the WWT Sustainability Statement being aware of negative environmental impacts and incorporating sustainable ways of working within your team.
11. Ensure that your team engage and interact with our visitors and supporters in a positive way, shaping unforgettable experiences and helping them understand and connect to wetlands.

In addition to the duties and responsibilities listed, the post holder is required to perform any other reasonable duties that may be assigned by the supervisor shown above, from time to time.

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**Date raised:** February 2020

**Amended:**

# Person specification

## 1. Qualifications

**Essential:**

- Educated to degree level in a design-led field or equivalent professional qualification

## 2. Experience

**Essential:**

- Extensive experience of delivering a design role at a senior level, including client-facing work
- Project management of large projects
- Budget development and management
- Manages multiple projects while managing and motivating a team.
- Delivers high quality work to tight deadlines and prioritises workload as necessary
- Extensive use of Adobe design packages
- Design for a Microsoft Office based organisation, for instance Powerpoint and Word templates

**Desirable:**

- Has worked with or for charities
- Copywriting and message development to different audiences
- Uses third-party content creation solutions such as Canva or Shorthand

## 3. Managerial & supervisory

**Essential:**

- Manages people, information and resources efficiently, sets objectives and manages performance
- Manages relationships with agencies and freelancers

<i>Type of staff</i>	<i>Number managed</i>	<i>Number supervised</i>
Employed Staff	1	1
Volunteers / Casual Workers	0	0
Contractors / agencies / freelancers	6	6

## 4. Responsibility

**Essential:**

- Management of multiple design projects
- Develops and implements WWT's visual identity
- Project management
- Budget management

**Levels of responsibility:**

<b>Type of responsibility</b>	<b>Level (£'s)</b>
Expenditure (exc. payroll)	£52,000
Cash Handling	£0
Assets (required for job, exc. buildings)	£5,000
Visitors (per annum)	N/A

## 5. Creative ability

**Essential:**

- Very high level of original thought and creative approach
- Proven ability in producing highly evocative marketing and content material
- Good eye for detail, quality, accuracy and design
- Communicates creative concepts simply and persuasively to senior colleagues
- Finds creative design solutions that balance the different needs of the organisation

## 6. Contact

**Essential:**

- Works with colleagues at all levels across the organisation
  - Presents work to, and influences and negotiates with, senior colleagues
  - Professional, friendly and diplomatic in all contact
  - Works closely with all directorates
  - Works closely with external contacts, including partners, stakeholders, supporters and contractors
  - Represents the directorate on project boards, steering groups and other cross-cutting teams
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## General notes

This position may require work during some evenings, weekends and public holidays to meet the needs of the post.

This post is based at Slimbridge, Gloucestershire. Some travel within the UK may be necessary from time to time.