**Job Description**

**Job Holder: Designer Lead**

**Reports to: Brand Manager**

**Grade: PM1**

**Safety Status:** NSC

**Date version agreed:** V1.0

**Salary:** Up to £35k

**1. Job Purpose**

West Midlands Trains are the behind the scenes operator for two consumer facing brands West Midlands Railway and London Northwestern Railway. Each with their own set of brand guidelines and commercial objectives.

Working in the Marketing department you will be responsible for on and off-line design creation in line with the companies commercial, brand and marketing objectives. This includes conception/ideation, copywriting and artworking for print, digital including rich media, web, event collateral and designing for the railway infrastructure.

Reporting to the Brand Manager you’ll bring your creative talent to the day to day brand challenges of the business. You will be able to interpret design briefs for key business projects and artworking jobs. Attention to detail and the ability to adhere and grow brand guidelines is imperative.

**2. Key Accountabilities**

1. Support the growth of our new brands, by leading a clear and consistent approach to design across all touchpoints.
2. Support the Marketing Managers with the creative development of marketing campaigns and tone of voice from briefing stage through to delivery – working with strategic creative agencies and helping to lead projects.
3. Work within brand guidelines and propose developments/growth of documents.
4. Proactively plan/schedule design and artworking requirements, liaising with the Marketing Team and internal stakeholders ensuring key deadlines are met.
5. Develop conceptual/big campaign ideas that can work across multi-media touch points to help brand awareness and commercial gain.
6. Working alongside the Brand Manager, build and manage an asset bank of imagery and collateral.
7. Provide adhoc design support for other areas of the business ie HR, Internal Comms, PR etc.
8. Develop and maintain brand station toolkit to ensure brand consistency at station level.
9. Manage agencies and suppliers, ensuring that larger design projects are developed and delivered in line with the brand and business requirements.
10. Be the production liaison for key projects with the brief owner and printers.

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| **3.** | **Role Dimensions** |
| **Financial** | **Non-Financial** |
|  | Develop an asset audit of all owned assets to be used as free estate advertising  |
|  | Understanding what constitutes brand across a business and the importance of it to the performance of staff  |
| Department head count – (see org charts attached) |
| **4.** | **Main Contacts (External/Internal) \*** |
| **Contacts** | **Frequency** | **Purpose** |
| Brand Manager | Daily, weekly, monthly | Objectives and plans briefing and activity progressSign off designs  |
| Head of Sales & Marketing | Daily, weekly, monthly | Objectives and plans briefing and activity progress |
| WMT marketing team | Daily, weekly, monthly | Collaboration & briefing activity plans, activity progress |
| Customer Experience; Head of Customer Experience, Customer Experience and Strategy Manger, Customer Experience Directors (LNR & WMR) | As required | Understand operational challenges from a customer perspective. Support enhancement of local exposure. |
| HR and People development  | Daily, weekly, monthly | Guidance of Internal comms, brand vision and values programme |
| Abellio Group / sister TOCs | As required | Share knowledge & collaborate on projects |

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| **5.** | **Experience, Knowledge & Qualifications Required** |
| **5.1** | Design professional Educated to degree / HND level, with design qualifications  |
| **5.2** | Minimum 3 years’ experience in a design role |
| **5.3** | Advanced through the line knowledge, including but not limited to Print, Email, Magazine, Print, Leaflets, Out of Home, Digital Display, Social Media, Web and preferably video |
| **5.4** | Ability to work under pressure to meet tight deadlines is essential whilst maintaining accuracy of work. Good organisation and prioritisation is essential |
| **5.6** | Ability to collaborate, manage, influence and motivate across organisational boundaries |
| **5.7** | Excellent negotiation and communication skills |
| **5.8** | Full understanding of the Adobe Creative Suite products including Indesign, Photoshop, Illustrator, Animate, Acrobat, Dreamweaver, After Affects etc |
| **5.9** | Basic HTML experience and CRM platforms are advantageous to assist with digital communications |

**6. Organisation Chart**

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| **7** | **Authority** |
| **Authorised By:** |  |
| **Departmental Director:** |  |
| **Date:** |  |
| **I acknowledge receipt of this job description and I confirm that I am fully conversant with its content** |
| **Post Holders Name:** |  |
| **Post Holders Signature:** |  |
| **Date:** |  |
| **9.** | **Deputising Arrangements (if applicable)** |
| **I acknowledge receipt of this job description and I confirm that I am fully conversant with its content** |
| **Post Holders Name:** |  |
| **Post Holders Signature:** |  |
| **Date:** |  |