



## JOB DESCRIPTION

Post Title: Design Manager  
Department: Marketing  
Reports to: Head of Marketing and Communications  
Contract Type: Full time, permanent  
Salary: £30,499 per annum, plus staff benefits

## JOB PURPOSE

This role will lead a small team in creating and delivering outstanding design for Lowry. As part of the centralised Marketing team you'll provide design support across all aspects of Lowry's offering; Learning & Engagement, Theatre, Galleries, Commercial, Tourism, Catering, Retail, Quaytickets and more.

Design work spans every touchpoint with audiences – advertising creative, retail, digital, corporate comms, on-site signage and much more. You'll be responsible for high-quality design in all of these areas. As the team moves to that of a digital-first approach, digital design will play an increasingly important role in the campaign work of the team. You'll also take a lead role in developing Lowry's subsidiary QuayDesign producing visual identities and assets for QuayTickets clients. The team is also responsible for the design and delivery of Lowry's exhibition programme.

We actively encourage people with different backgrounds to join us. We are particularly keen to receive applications from people of colour and disabled people who are currently underrepresented at Lowry.



## MAIN DUTIES AND RESPONSIBILITIES

- Act as the brand guardian. Ensure that all Lowry's brand and style guidelines are adhered to across all departments within the organisation and working closely with colleagues to ensure they understand the brand principles
- Work with the Head of Marketing & Communications to translate the tone of voice and brand work into design principles, to build quality and consistency across every aspect of the design and audience touchpoints
- Lead on the development of creative concepts for a wide range of activity including major marketing campaigns, gallery exhibitions, onsite communications and execute the work across a wide range of print and digital formats including outdoor, digital ads, leaflets etc
- Manage the Design team's workflow and schedule. Ensuring work is equally distributed and delivered on time and on brief. Developing and implementing processes and systems to ensure the smooth running of the teams work
- Manage relationships for projects throughout the creative and production process, interpreting client's briefs, creating, pitching and presenting design solutions, overseeing the approvals process and taking responsibility from concept to delivery
- Work closely with the Digital team to develop high-quality content for online use and to ensure brand consistency across digital platforms and channels
- Provide design advice to Lowry's creative partners and others who are using Lowry branding
- Liaise with external companies, printers and agencies on projects as appropriate
- Lead on the building branding, signage and general look and feel of the Lowry experience
- Play a role within other creative projects where appropriate, including digital design, photography and video
- Line manage two Graphic Designers including operational duties; conducting 1:1's, and performance management
- Support the Head of Marketing & Communications to develop Lowry's design service offer, QuayDesign. alongside QuayTickets.



## Person Specification/Essential Criteria

### Required Behaviours

- Highly organised and able to project manage effectively to meet deadlines and budgets
- Excellent communication and negotiation skills, working collaboratively and flexibly with colleagues
- Comfortable taking a leadership role and inspiring others to deliver outstanding design work
- Comfortable working independently as well as taking direct instruction
- Commitment to diversifying audiences and community engagement
- Able to build strong relationships with internal and external stakeholders
- Audience centered – driven by what will deliver the best results for specific audiences
- Flexible and adaptable to changes in priorities or ways of working and able to work across a range of projects
- Able to manage difficult situations and competing priorities
- Able to work well under pressure and to stretching deadlines
- Excellent organisational and time management skills
- Experience in managing and motivating a team

### Job Related Skills

- Flair for design and creative eye
- Significant experience of working within a busy design studio to deliver consistently outstanding design work
- Experience managing other designers and their output
- Experience of timetabling, planning and scheduling programmes of work
- Strong conceptual skills with a proven creative approach and track record of designing highly creative work across print and digital platforms
- Experience of exhibition design
- Experience in managing brands and developing and working to brand guidelines
- Working with printers on a range of print projects and preparing documents for print production

### Job Related Knowledge

- Excellent knowledge of design software, including Adobe Creative Suite (CC) in particular InDesign, Illustrator, Photoshop; MS Office knowledge also required
- Experienced with photography and video editing
- Experience of 3D design for exhibitions
- Up-to-date knowledge and understanding of digital design
- Enthusiasm for staying up to date on emerging design trends
- Brand awareness and positioning within the market as well as competitor understanding
- Degree in design or equivalent experience