



THE ROYAL BRITISH LEGION

JOB DESCRIPTION

Job Title: Studio Manager

Reporting to: Creative Services Manager

Role Purpose: The Brand Studio Team is responsible for the management, enhancement and protection of the Legion's brand; the production of marketing assets in print, film and photography; the production of the Annual Report and Accounts; and all other marketing collateral.

The Studio Manager is responsible for managing the Legion's in-house studio function. The first port of call for all brand and design queries, the Studio Manager is the liaison between clients and the in-house creative team, project managing creative briefs and requests.

Key Responsibilities:

- Responsible for the effective and efficient running of the Legion's in-house studio
- Creating and implementing workflow and project management processes to make for a smooth and efficient studio
- Managing a project from brief to completion – taking client briefs and requests, consolidating client needs, assigning internal or external design resource, managing outputs and ensuring deadlines are met
- Reviewing daily production schedules and resource, and outsourcing to the Legion's roster of creative freelancers if required
- Quality control – as a brand custodian, ensuring all creative adheres to our brand visual identity and high quality design principles
- Providing design and creative direction to designers
- Implement and manage an archive system for the studio
- Proofreading and copywriting to ensure all assets are produced in the Legion tone of voice
- Advising clients on the best creative and cost-effective solutions to meet their marketing communication needs, and managing client expectations in line with available resource and budgets
- Manage the Legion's brand hub ensuring it is regularly updated with new brand photography, video and print assets
- Manage stock control of primary marketing materials at the Legion's central distribution warehouse
- To provide support to the wider Marketing function when required, particularly for national commemorative events, the Poppy Appeal and brand campaigns

This job description reflects the current requirements of the role. As duties and responsibilities change and develop, this will be reviewed and will be subject to amendment in consultation with the post-holder.

General Responsibilities:

- To implement the Equal Opportunities Policy into your daily activities.
- To be responsible for your own health and safety and that of your colleagues, in accordance with the Health & Safety at Work Act (1974) and relevant EC Directives, including reporting any health and safety hazard immediately you become aware of it.
- To work in accordance with the Data Protection Act (1998) and to ensure all new systems are reported to the Data Protection Officer.

PERSON SPECIFICATION

CRITERIA	ESSENTIAL / DESIRABLE	HOW TO BE MEASURED APPLICATION/CERTI FICATE/ASSESSME NT/INTERVIEW
QUALIFICATIONS		
Good standard of general education to GCSE level or equivalent	E	Application
Degree or relevant professional qualification	D	Application
KNOWLEDGE & EXPERIENCE		
Significant experience of working in a creative studio environment, ideally in an agency	E	Application/Interview
At least 3 years experience in a studio management role, leading creative development and production from client brief through to final asset delivery	E	Application/Interview
Proven track record in managing high quality brand and design work from concept through to production	E	Application/Interview
Experience and understanding of working with creative and production professionals and processes	E	Application/Interview
Demonstrable experience of using design packages such as Photoshop, Illustrator and InDesign	D	Application/Interview
Experience of implementing required workflow processes and tools to ensure an efficient studio	E	Application/Interview
Significant client management experience	E	Application/Interview
COMPETENCIES		
Effective Communications – Level 2	E	Application/Interview
Results Focus - Level 2	E	Interview
Analytical Problem Solving – Level 2	E	Interview
Planning and Organising – Level 3	E	Interview
Customer Service – Level 2	E	Interview
SKILLS & ATTRIBUTES		
Excellent eye for design and attention to detail	E	Interview

Demonstrable copy-writing and proof-reading abilities	E	Application/Interview /Assessment
Effective interpersonal and client servicing skills	E	Interview
Highly organised with the ability and patience to deal with varied and changing demands	E	Interview
Analytical with strong problem-solving abilities and creative resolution skills	E	Interview/Assessment
The ability to act calmly in pressured situations and prioritise heavy work schedules in a fast-paced environment	E	Interview
Empathy with mission and values of the Legion	D	Interview