

THE : FUTURE : LABORATORY

JOB DESCRIPTION

Job title:

Head of Creative Studio

Department:

Creative Studio

Reporting structure:

Role reports to: Chief executive officer and chief creative officer

Team members: Art director, designer, visual researcher, creative consultant, sub-editors, artworker

Summary of company:

The Future Laboratory is a consumer research, trend-forecasting, consumer insight and brand innovation consultancy. Founded in 2001, we have grown into an organisation with international reach, employing more than 80 people, and are based in Spitalfields, London.

Creativity is at the heart of everything we do. As an organisation we are inspiring, knowledgeable, forthright, charismatic and independent. We believe that what we deliver is unique and game-changing, and we are committed to being ethical, responsible and socially minded.

We deliver:

1. Research (trend reports, consumer typology reports, communications reports and trend programmes)
2. Strategy (brand strategy, retail innovation, communication strategy, workshops and brand activation)

Summary of role and responsibilities

We are looking for a passionate and hands-on person to head up the Creative Studio, inspiring in-house teams and clients alike through our creative output. The head of Creative Studio will be an integral part of the design team, ensuring that the creative output of the business meets the high standards that The Future Laboratory is famous for.

The position involves working across a range of disciplines including brand strategy, brand identity, communications, print, digital and moving image. You will be responsible for leading projects, inspiring, developing and leading teams of designers, championing creative excellence and creating transformative work.

You will manage the financial efficiency of projects and oversee the development and creative excellence of the design process at all stages. You will direct all major projects, instilling creativity and collaboration at all times, and always push the boundaries conceptually to deliver beyond the client's expectations. You will enjoy presenting and be able to talk passionately and confidently to clients about our work, taking the lead in client meetings and championing design internally.

We are looking for someone who is a cultural sponge, someone who is attentive to and appreciative of detail, but always sees the bigger picture.

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You will be experienced in delivering end-to-end creative solutions to business challenges and adept at developing a range of concepts in answer to a brief, managing shoots and delivering imagery and artwork to a high standard – always on time and within budget. You will have a solid foundation in print and be an expert in the digital sphere. Personable and adaptable, you will be able to form successful collaborative partnerships with copywriters, producers and designers within the team, and naturally form positive working relationships with key stakeholders across other departments. You will be instrumental in ensuring that the creative vision of the brand is rolled out consistently across all channels while mentoring more junior members of the team.

Key responsibilities:

- : Establish and maintain aesthetic coherence, impact and distinct style across all aspects of The Future Laboratory's output, including art direction of major internal events such as Trend Briefings (including video work) and forums, along with any other events, products or services that the company creates or develops in the future
- : Have line of sight across all design work before it goes out the door, and be able to provide constructive feedback and encouragement to the Creative Studio team
- : Work with the chief creative officer and co-founder on visual brand identity, ensuring that this is central to all creative projects
- : Review project work to ensure the highest standards of quality, consistency and accuracy, and successful project completion
- : Nurture and lead the design and production team, ensuring that regular 1-2-1s and reviews are completed for team development, and drive inspiration to ensure that the team is engaged
- : Identify needs for training, development, coaching and mentoring (assess needs and conflicts within the department and ensure that teams function effectively to achieve The Future Laboratory's business goals)
- : Work with our production manager to allocate resources within the team to the greatest effect
- : Design through the line – across branding, print and digital
- : Work with the wider agency disciplines of Foresight, Strategy and Sales to provide design with a strong voice in the agency
- : Lead design's relationship with key clients and excite and engage different brands with the team's work
- : Look at ways to improve the agency process – we are an agile agency so you will have freedom to innovate where you can
- : Develop and maintain relationships with photographers, film-makers, illustrators, designers, etc.

Essential skills and experience:

- : 6+ years' design experience in a number of different environments, which has honed your through-the-line skills (e.g. branding, CRM, social, animation, film, digital, print)
- : Experience working across a wide range of brands and getting under the skin of each from a conceptual point of view through to the end design output
- : Experience managing and coaching others; inspiring and leading creatives to get the best out of them
- : Experience nurturing and developing a team of creatives

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- : Experience presenting and working with clients
- : Able to design in the most appropriate manner for different groups of people
- : Expert in Illustrator, InDesign, Photoshop and Keynote
- : Experience in film is desirable

You will:

- : Be keen to inspire others through your work
- : Have a flawless eye for detail and consistency, and be keen to innovate with design where appropriate
- : Be self-motivated and able to communicate with the wider team to ensure that business needs are met
- : Be used to and relish working in fast-paced, ever-changing environments
- : Have a true love of design and being engaged with the wider community, ensuring you keep on top of the latest trends, changes and innovations
- : Be flexible, adaptable and a great communicator
- : Be an on-your-feet lateral thinker who is solutions-orientated
- : Have an acute awareness of deadlines and budgets
- : Be organised and able to follow internal processes and keep the standard of work high, especially when under pressure
- : Be able to work both independently and collaboratively with copywriters, designers, film-makers and developers to produce outstanding creative solutions
- : Have proven design experience either in-house or at an agency
- : Have excellent digital and art direction skills, with some experience in print
- : Be adept at visually articulating your concepts through mood boards and scamps
- : Have a BA (Hons) degree or equivalent qualification