



ROYAL  
OPERA  
HOUSE

## **JOB DESCRIPTION**

**Title:** Lead Designer

**Reports to:** Head of Creative

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### **Main Purpose of the Job**

Working into the Head of Creative, the Lead Designer will be responsible for leading, managing and creatively steering the design team, ensuring projects are delivered to timelines, at the highest quality and in line with the Royal Ballet and Opera's brand guidelines, tone and creative vision.

They will also be required to take on design projects individually.

The Lead Designer will be the brand guardian - implementing, advising and upholding the brand guidelines across the business, helping create on brand design solutions across the company.

This role requires a blend of design prowess, strategic and commercial thinking, and strong leadership skills.

They will embody the Royal Ballet and Opera values and instil them into the team with positivity.

### **Main Responsibilities**

#### **Leadership**

- Lead, mentor, and inspire a team of designers, fostering a collaborative and innovative environment.
- Develop and implement design solutions that align with business objectives and brand identity.
- Collaborate with senior leadership and peers to shape the overall creative vision and direction of Audiences & Commercial.
- Be the key contact for stakeholders, offering advice, selling work and reacting to, distilling and clarifying feedback.
- Be a respected representative for the design area, presenting, showcasing and selling work with confidence and clear communication.

### **Design Execution**

- Oversee the design process, from concept to delivery, ensuring consistency and excellence in all design outputs and multi-media channels.
- Provide creative direction and advice to the design team, ensuring high standards of design quality at all times.
- Lead by example by producing and delivering high standard individual projects and practically helping on larger, team-based projects.
- Stay abreast of industry trends and best practices, integrating new ideas and technologies in a spirit of constant change.
- Be able to advise on all deliverables from printed materials to digital assets.
- The role needs proficiency in Adobe Creative Suite, and other relevant tools.

### **Project Management**

- Manage multiple design projects simultaneously, ensuring timely delivery within budget constraints always front of mind.
- Build strong and respectful relationships with scheduling and other teams within A&C and wider, including marketing, product development, editorial, to ensure seamless integration of design solutions and our branding.
- Develop and maintain project timelines, ensuring clear communication and alignment of expectations with stakeholders.

### **Brand and Visual Identity**

- Maintain and evolve the company's visual identity, ensuring consistency across all touchpoints.
- Create and manage design guidelines, templates, and assets to support brand consistency.
- Collaborate with teams across the organisation to create compelling visual content for various channels.
- Lead the drive for brand reappraisal with our assets and execution of the new brand, re-engaging current audiences and enticing new audiences with our new design principles.

## **PERSON SPECIFICATION**

### **Design and Technical Skills**

- Ability to develop a creative vision and implement that vision in related creative briefs and design solutions.
- Experience of successfully managing a design team.
- A track record and portfolio across a range of multi-channel design briefs.
- Highly developed skills working with a range of tools including the Adobe Creative Suite and excellent advanced InDesign and Photoshop skills.
- Significant experience of editorial design in an information-heavy context.
- Significant experience of working with print production processes.
- Significant experience in design for digital formats.
- Ability to collaborate with teams and stakeholders from multi disciplines.
- Extensive experience in and creative flair for typography.
- Ability to apply skillset successfully within the context of the performing arts and the brand tone.
- The ability and interest to build on these design and technical skills and to absorb relevant subject matter knowledge.

### **Project Management**

- Ability to work to a project brief, and, in alignment with a creative director, turn it into a creative design brief and communicate that to the rest of the design team.

- Experience of working to tight deadlines with thoroughness, detail and accuracy.
- Partner with our in-house deliver team to work to agreed deadlines, flagging issues proactively.
- Ability to inspire a team and ability to deliver feedback in a positive way.
- Demonstrable experience in managing a team to deliver on time and on budget.
- Excellent time-management and organisational skills and ability to manage a team's busy workload.
- Ability to work effectively with project delivery guidelines and content delivery systems.
- A flexible approach and a proven ability to remain calm in the face of multiple demands and cascade that to your team.

### **People Skills**

- Able to engage effectively with different teams and departments to understand their needs when following up on a project brief, turning into a creative brief and executing.
- Experience of working collaboratively with multi-disciplinary teams and people at all levels.
- Proven experience of managing design staff.
- Ability to work sensitively and diplomatically with multiple teams with differing needs across an organisation.
- Able to review proposals or design work and provide advice, guidance and support in best practice and on work in progress.

### **Continuous Improvement**

- Ability to work to and support a culture of continuous improvement.
- Commitment to managing own learning and continuous professional development relevant to the role alongside the learning needs of your team.
- Willingness to work sustainably and consider new or improved ways of working to reduce our impact on the environment.

*This Job Description reflects the current situation. It does not preclude change or development that might be required in the future.*

