

Job Description	
Position	Head of Design
Department	Activation
Reporting to	Managing Director - Activation

## Role overview

At Right Formula, we create extraordinary activations and innovative campaigns with high impact that has helped deliver award winning work and long-term clients. We are looking for a design expert to lead and grow our creative offering, ensuring the department thrives and develops under your stewardship.

Based at Right Formula's offices in Battersea, London, the Head of Design will take ownership of the design team and work alongside various Heads of to craft creative experiences and design material to to drive business performance for us and our clients.

This is a leadership role, with accountability for all aspects of our design output and success. You will ensure the design deliverables are aligned to stakeholder expectations and executed within budget and deadlines. At times, we require you to develop visual designs, and at other times, be responsible for recruiting and managing multi-disciplinary third-party suppliers as well as internal design resources.

It will involve you using your best practice toolkit to implement new processes and practices to improve the efficiency of the design department. Ideally, you'll have examples of creative campaigns using innovative technology which you've either planned or worked on delivering.

## Objectives

### Right Formula (10%)

- Lead, inspire and motivate direct reports to ensure the Design team delivers client success in line with our company objectives, values, contractual obligations and SLAs
- Assist in the development of and support the implementation of the Activation strategy, in association with the relevant stakeholders to encompass:
  - a proactive design strategy
  - recommendation of structure of the Design team
  - define team/individual KPI's and report successes
  - manage the team day-to-day, driving process improvement and efficiencies internally and externally, including time management and reporting
- Support the Strategy Unit as applicable, providing input as it relates to design capabilities and services, to support new business opportunities with existing and potential clients
- Support the implementation of key strategic initiatives from the EMT as an active participant of the Management Team

### Clients (10%)

- Develop relationships with our clients, acting as the key design point of contact with a view to delivering insight, advice and supporting their retention and growth
- Lead the Design team to deliver positive incremental ROI across our client base to secure future retained revenue against targets
- Grow Out Of Scope Revenue (OOSR) through successful design services delivery
- Oversee the design contribution to our client's sport and entertainment partnerships
- Understand our clients business strategy and identify where design services can enhance and support to create new opportunities with our clients outside of existing workstreams

**ExxonMobil (80%)**

- Continue to build our relationship with ExxonMobil, acting as the key design point of contact with a view to delivering insight, advice and supporting their retention and growth
- Lead the Design team to deliver the agreed SOW
- Work in conjunction with the Account Director and Communications Director to advise and implement the best use of our design capabilities in service of our agreed SOW with ExxonMobil to support their objectives.
- Be responsible for and own all design activation output in relation to ExxonMobil, providing quality control to ensure it remains first class
- Identify and develop growth opportunities with ExxonMobil for Right Formula
- Support the development of innovative and effective partnership activation strategies and campaigns
- Ensure design and creative projects are delivered on time
- Work with internal ExxonMobil teams and markets to generate ideas for pitching and proposals

**Key Responsibilities****Right Formula**

- Leadership and P&L responsibility for Design, collaborate with MD - Activation and Commercial Finance Manager to oversee budgets, client profitability and efficiency targets
- Communicate team ROI, Profitability & Margin to MD - Activation, identifying strong results, diagnosing causes of failure, and feeding in key information and recommendations
- Managing the design team and freelancers as required and helping develop our people
- Lead concept development in relation to design and creative outputs
- Take a lead role in managing the design and creative elements of projects and be point of contact for brand partnerships and creative projects
- Develop and manage productivity and to continuously improve the design team's production capabilities
- Point of contact for liaising with external partners, such as videographers
- Build out and maintain design system & brand book
- Ensure scalable design capabilities to assist OOSR development and securing new clients
- Support the MD - Activation to integrate any external provider of services and grow and define our design proposition
- Actively contribute to the creation of an efficient and productive Activation team, supporting staff to achieve high standards through robust management and career development

**ExxonMobil / Clients**

- Work with the MD – Activation and MD – Commercial, and other Heads of in the creation of brilliant activation strategies for existing clients pitches and new business
- Consult ExxonMobil and our existing clients, working with our Client Services team, support campaign planning, and consulting on the best use of design and creative content to drive their business objectives.
- Be responsible for and own all design activation output, providing quality control to ensure it remains first class for clients
- Identify and develop growth opportunities for our clients and Right Formula
- Support the development of innovative and effective partnership activation strategies and campaigns
- Ensure design and creative projects are delivered on time
- Work with internal teams to generate ideas for pitching and proposals

**Skills and Experience Required**

- 10 years' experience with a minimum five years in an sports marketing environment at Creative Director level with team management/delivery/project management experience

- Experience of working as part of a management team and developing organisational strategy
- Track record of crafting a design strategy/vision and delivering that vision through people
- A deep understanding of sport or entertainment partnership design; with an excellent knowledge of how products and experiences are built and how they behave consistently across platforms
- Ability to influence stakeholders across functions and levels
- A true design guru, equally fluent talking about design, product and brand strategy
- Ability to find opportunities, get on the front foot and make things happen
- Experience designing for OOH, digital and mobile
- Knowledge of layouts, graphic fundamentals, typography & limitations of online and offline design work
- The ability to storyboard or translate ideas to designers and others, influencing external and internal stakeholders
- A strong working knowledge of online and offline design, brand development and the creative process
- Experience with design software, such as Adobe Creative Suite and Sketch
- Experience in branding
- Must have created marketing strategies/product strategies for brands with an understanding how various campaigns such as sponsorship can integrate into client marketing and business processes
- Able to develop deep trusting relationships with clients, securing success for their business and growing revenues

## **Expected behaviours**

### **1. Trust**

*We make the right decisions for the right reasons.*

- Be honest and support your colleagues
- Be self-aware
- Respond constructively to feedback
- Model the behaviour you want to see
- Treat others how you would like to be treated
- Act with integrity

### **2. Passionate**

*We love what we do and are driven to engage, energise and inspire.*

- Probe and test opportunities to learn new skills
- Desire to have a lasting impact in all you do
- Inspire and motivate those around you
- Be an authentic ambassador and advocate
- Actively contribute to the company culture
- Act with integrity
- Trust in your beliefs

### **3. Adventurous**

*Tenaciously pushing boundaries to continuously deliver great results.*

- Do the unexpected
- Be optimistic
- Be goals orientated
- Focus on your vision

- Have determination and never give up
- Explore all avenues
- Challenge the status-quo
- Hunt innovation

#### 4. Excellence

*Our broad industry knowledge and expertise allows us to not only deliver best-in-class results but exceed them.*

- Desire to do more
- Push boundaries
- Be ambitious, know the big picture
- Be clear in outcomes and objectives
- Look to remove barriers to success
- Promote improvements
- Develop an attitude of constant improvement
- Learn from others

#### **What we offer**

- 25 days holiday per annum, plus Bank Holidays
- Perkbox membership
- Annual individual training budget
- Personal Development Plan
- Blended working – line manager's discretion
- Friday bar
- Private Healthcare (on passing probation)
- Cycle to work scheme
- Mentor programme