



1 Advertisement

Post Title: Creative Manager, Campus

School/department: Digital and Creative Media

Hours: Full time - 37.5. Requests for flexible working options will be considered (subject to business need).

Location: Brighton, United Kingdom. We'd like the role holder to be on campus for roughly 50% of the time, flexibility on where you work around this.

Contract: fixed term for 12 months

Reference: 21095

Salary: starting at £37,099 to £44,263 per annum, pro rata if part time

Placed on: 24 July 2023

Closing date: 18 August 2023. Applications must be received by midnight of the closing date.

Expected Interview date: To be confirmed

Expected start date: To be confirmed

The University of Sussex is looking for a proactive Creative Manager with expertise in project management, signage and design development and application to join its Digital and Creative Media Team. You'll have demonstrable experience, showing strong creative visual flair, the ability to work within brand guidelines, and an excellent understanding of user experience design principles and accessible design.

Are you familiar with all aspects of designing and producing signage – from wayfinding to window decals? Are you used to bringing together designers and Estate managers? Do you understand the importance of brand in all communications?

If so, and you're a confident communicator, thrive in a busy team environment and have an eagle eye for detail, you could be the person we need to join our expanded Creative team during an exciting period in the University's development.

Reporting to the Head of Creative and liaising with colleagues across the University, you'll develop a signage framework approach to ensure consistent and impactful design is applied across all our signage, from interactive maps to environmental graphics.

You'll need excellent client and customer service skills, working as you will alongside our professional services and academic colleagues, as well as our external roster designers.

Please contact Rachael Miller (r.h.miller@sussex.ac.uk) for informal enquiries.

For full details and how to apply see our [vacancies page](#)

The University of Sussex values the diversity of its staff and students and we welcome applicants from all backgrounds.

Please note: The University requires that work undertaken for the University is performed from the UK.

2. The School / Division

Please find further information regarding the school/division at <https://staff.sussex.ac.uk/us/services/communication-marketing-advancement>

3. Job Description

Job Description for the post of: Creative Manager, Campus

Department: Digital and Creative Media Team

Section/Unit/School: Communications, Marketing and Advancement

Location: Sussex House

Grade: 7

Responsible to: Head of Creative

Responsible for: N/A

Purpose of the post

The role will design and establish a consistent, creative and flexible framework to campus development. This includes but is not limited to signage and wayfinding and the design and identity of internal signage and graphics for campus buildings, that will help lift and modernise campus, offering a unique and consistent experience for our students.

The role holder will also drive an ongoing project to develop all campus maps, ensuring they are interactive, accessible and serving the needs of all students.

The role holder sits as the creative lead on all relevant campus project steering groups, ensuring we are offering the best student experience, hitting recruitment and revenue targets and growing our reputation.

The role holder reports to the Head of Creative and will also work closely with the Change Comms team and a wide range of Estates and Facilities Management colleagues in developing concepts and materials. It will also be important to work with other members of the Digital and Creative team to ensure accessibility and branding requirements are met, and that brand values and strategic aims are supported through campus identity.

Key responsibilities

1. Campus maps; managing the development and design, ensuring accessibility, researching innovative solutions i.e. VR, interactivity.
2. Main campus entrances; how can we use design in a consistent way to create a sense of pride and belonging School/Faculty look and feel, and wayfinding improvement projects. This includes addressing key challenges such as the entrances to campus, particularly the underpass from Falmer station.
3. Signage (including digital), hoardings, and specific events wayfinding materials for e.g. open days. As part of this they are responsible for leading on design and messaging - how we can ensure key Sussex areas of focus i.e. research and sustainability are pulled through and prominent on campus. They would own the development, review and adaptation of signage guidelines, looking at how best to adapt and repurpose content.
4. The postholder will fulfil key strategic objectives of the University through the delivery of a coherent, consistent and high-quality professionally produced set of materials, that support the established University brand. They will ensure that we offer the highest standards of accessibility and sustainability in the materials we roll out across campus while honouring Sir Basil Spence's (the original campus architect's) vision for the Sussex campus.
5. The postholder will project manage a range of assigned of content development and delivery. The role is editorial in that the postholder is expected to develop and deliver projects that fulfil a given brief, generating, sourcing, selecting and preparing written, photographic, visual audio and video material, to fulfil the project aims be that print, digital or both. The editorial process may involve creation, correction, condensation, organisation and other modification of content, performed with the intention of producing a correct, consistent, complete and on-brand piece of work.
6. The role holder will manage the production of key campus projects with appropriate budgetary responsibility (although the team may not be the budget holder) the postholder is responsible for bringing a project in on budget and for keeping budget holder informed, re quotes and any changes to costs)).
7. They will explore and assess the need for additional material in a variety of appropriate forms to improve the experience of campus users and visitors
8. Providing support to the Head of Creative on brand implementation for the University: helping to maintain and develop a role for the team as advisers to colleagues across the University on the implementation of branding; working as an ambassador for the visual and verbal identity and supporting brand standards and accessibility requirements; working with Digital and Creative Media colleagues to maintain and develop the Brand Portal;
9. Commissioning photography and other imagery and maintaining appropriate imagery for the University, and contributing to the maintenance and development of the University's Asset Bank;
10. Liaising with suppliers including roster design agencies, printers, photographers, image libraries;
11. Other duties as from time to time are assigned by the Head of Creative or the Associate Director of Digital and Creative towards the achievement of Divisional aims.

This Job Description sets out current duties of the post that may vary from time to time without changing the general character of the post or the level of responsibility entailed.

4. Person Specification

SKILLS / ABILITIES

	Essential	Desirable
High-quality writing and editing skills both for print, web and other digital publications	X	
Ability to understand client needs and plan appropriate creative solutions	X	
Written and visual creative flair	X	
Willingness to be flexible and ability to work well with a team	X	
Close attention to detail, together with excellent planning and organisation skills	X	
A proven ability to meet deadlines and prioritise a busy workload	X	
Energy, initiative, commitment and ability to cope with pressure	X	
Ability to work across teams, working collaboratively and supportively with a wide range of colleagues across the University in developing and producing on-brand content	X	

KNOWLEDGE

	Essential	Desirable
A thorough understanding of all aspects of the publishing process, both in print and online	X	
A thorough understanding of all aspects of design and production of wayfinding and signage materials, environmental graphics and mapping solutions – digital and print	X	
Understanding of the importance of branding in communications, and the ability to work within brand values and rigorously apply style guidelines	X	
Good working knowledge of InDesign, as well as familiarity with the Adobe Creative Cloud environment and working on a Mac.	X	

EXPERIENCE

	Essential	Desirable
Proven project management experience of signage, wayfinding and mapping materials online and in print	X	

Experience of similar roles in higher education or other complex organisations		X
Working knowledge of other Adobe packages, such as Illustrator and Photoshop.		X