

Job Description

Job Title	Studio Manager
Directorate	Neighbourhoods and Housing
Service Area	Liverpool City Region Destination Partnership
Grade	8
Competency Level	2
Salary	£46,142 - £51,356
Job Type	Hybrid
Location	Cunard Building
Disclosure and barring service (DBS)	Not applicable
Job Evaluation Ref No	A89919

Job Purpose

Liverpool City Region Destination Partnership (LCRDP) is the Local Visitor Economy Partnership (LVEP) for Liverpool City Region. It is responsible for promoting the city and wider region as a global destination for visitors, conventions and investment. It is responsible for communicating the city's brand positively and imaginatively to local, national and global audiences. It works with partners in business, cultural organisations, educational institutions and community groups to promote the city region as a great place to live, work, visit, invest and study.

Liverpool City Region Destination Partnership ensures Liverpool City Region can compete with other core cities, increase appeal, attract major events of national/international profile and increase visitor numbers, economic impact and global media coverage – to unlock the true potential of one of the UK’s most powerful attack brands.

The Destination Management Plan is the guiding compass for promotion and delivery within a new funding and governance landscape.

As Studio Manager you will be responsible for managing a dynamic creative team producing creative concepts and full graphic design work across a range of brands, projects and campaigns delivered by Liverpool City Region Destination Partnership.

Some weekend and out-of-core hours’ work/delivery is an expectation of this role.

Directly Responsible For:

Senior Designer and Designer

Directly Responsible To:

Head of Marketing

Main Areas of Responsibility:

- Collaboration with partners in our local authorities to support activity that benefits the city region visitor economy
- Work in partnership with LCR Combined Authority and Liverpool City Council as funders of LCRDP, adopting and fostering an inclusive and collaborative working relationship
- Act as first point of contact between creative team and client for Liverpool City Region Destination Partnership (LCRDP)

- Provide support and management to LCRDP creative team while communicating with clients on projects
- Present concepts to internal and external stakeholders, demonstrating how these support strategic priorities
- Manage the day-to-day operations of the creative team, fostering an agency environment through being astute to commercial opportunities and maximising output and quality
- Liaising with clients to understand business and project needs
- Assessing client briefs and assigning designers to projects
- Proofing and reviewing designs and checking documents before they are sent off to printers/ clients
- Assisting on the creative production side and meeting with team members for feedback
- Ability to manage external agencies
- Creating and implementing monthly deadlines, project goals, expectations and workflows to ensure a smooth production process with on-time delivery
- Project management: Oversee projects from start to finish, including assigning designers, setting deadlines and managing budgets
- Quality control: Ensure that work meets client requirements and quality standards
- Client communication: Act as the main point of contact for both internal and external clients, managing expectations and feedback
- Resource management: Allocate resources such as personnel, equipment, and studio space to meet project needs
- Manage and update the software and IT in the studio including Apple and Adobe products
- To work closely with the marketing team in challenging and developing the client brief and for delivering high quality outcomes
- Team management: Manage the standard of work, schedules, allocation of work, timesheets, annual leave and ensure KITS are carried out

- Workflow management: Create and implement processes to ensure a smooth production process
- Budget management: Develop and manage the studio's budget, controlling costs and maximising profitability
- Collaborate with LCC and CA teams to ensure consistency in creative approach across all platforms
- Have an innovative approach to utilise new media and technology to create solutions that are contemporary
- Development and successful delivery of stakeholder engagement plans in accordance with the overarching stakeholder engagement strategy
- Be prepared to undertake any duties or assist with other projects as directed

Supervision and Management Responsibility:

- Monitor financial performance, deliver within budget and seek savings and efficiencies by exploring opportunities to draw funding where appropriate
- Set, monitor, and remain within budget whilst challenging the team to deliver increased efficiencies
- Explore different options for funding and income generation
- Financial responsibility for up to £50k dependent on annual programme of activity and externally funded campaign activity
- Financial responsibility for externally funded campaign and commissioned activity

Budget and Financial Responsibility:

- Being fully accountable for managing the council's resources well and complying with statutory requirements. This includes managing time, avoiding unnecessary waste, reuse and recycle resources to reduce personal impact

Social Value Responsibility:

- Drive for social value through all activities, ensuring wider social, economic and environmental benefits for the council, residents and communities

Physical Demands of the Job:

- On occasion this role might involve attending events that will require standing for long periods of time and outdoor working
- This role will require some occasional out of hours working including evenings and weekends when required

Corporate Responsibility:

- Contribute to the delivery of the Destination Management Plan
- Delivering and promoting excellent customer service, externally and internally
- Commitment to customer excellence by dealing with customer feedback, including complaints, and learning from feedback in the drive for continuous improvement
- Making the council a great place to work, living the council's values, actively engaging in regular communications including team meetings, undertaking training as required and being responsible for managing own performance
- Demonstrate the City Council's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken
- To ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice and the City Council's safety plan



Competency Framework:

We operate a competency framework, a set of core behaviours which define how we are expected to approach our work, how we perform in certain situations and how we treat each other. Each competency details the standards of behaviours and skills required by all staff and this in turn supports delivery of our aim and our council plans linking them together with our values.

The post holder will be required to demonstrate the ability to perform at the following competency level **2**.

[The competency framework can be found here.](#)

This job description is not intended to be either prescriptive or exhaustive. It is issued as a framework to outline the main areas of responsibility. You will be expected to carry out any other duties that may reasonably be required in line with your main duties and changing priorities of the organisation.

Person Specification

Assessment methods used: I = Interview, P = Presentation, A = Application, E = Exercise, T = Test, AC = Assessment Centre

Qualification and training

Essential

- Degree relevant qualification in graphic design (A/I)

Desirable

- Qualifications/training that demonstrate creative/design skills

Experience

Essential

- Experience of managing and running a busy studio in a similar management / supervisory role (A/I)
- Experience of managing a budget, reporting and implementing initiatives to maximise profitability in terms of commercial income (A/I)
- Experience of managing creative consultants and suppliers (photographers, freelance designers, exhibition contractors) (A/I)
- Ability to present concepts to internal/ external stakeholders (A/I)
- Able to motivate a team with experience of conducting 121s/ Performance reviews (A/I)

Skills/Abilities

Essential

- High level of organisational skills and attention to detail (A/I)
- Excellent written and verbal communication skills (A/I)
- Strong interpersonal and relationship-building skills (A/I)
- Ability to manage multiple projects simultaneously and meet tight deadlines (A/I)
- Proficiency in graphic design tools such as Illustrator, Photoshop, InDesign and Premiere Pro/After Effects/Animate (A/I)
- Creative thinker with a proactive approach to problem-solving (A/I)

Desirable

- A self-starter with a high level of initiative and the ability to act independently
- Ability and enthusiasm to get involved in the wider work of the team
- A passion for and knowledge of creative design and interest in professional development
- Experience with photography, animation or video production is a plus

Commitment

Desirable

- The prospective candidate is expected to be dedicated, adaptable and passionate about the City Region's tourism and hospitality sectors
- The prospective candidate must recognise the importance of the City Region's visitor economy and the positive impact it has on local communities. A strong belief in the value of tourism will drive forward this commitment



- Commitment to engaging with the local visitor economy community to build goodwill and support initiatives
- A commitment to attending industry conferences, networking events, staying abreast of design and tourism trends and embracing new technologies will enhance the effectiveness of the role and open doors for collaboration and growth
- A commitment to sustainability and sustainable working practices
- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council

Other

Desirable

- Driving licence
- Working outside of traditional working hours

