

GlaxoSmithKline - Vacancy

Design Director

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| Job Title | Design Director |
| Country | UK/US |
| Business Area | Consumer Healthcare |
| Line Manager Job Title | VP Global Design. |
| Job Purpose | To manage all aspects of Design across a selection of CH brands, fully leveraging at a strategic, tactical and operational level. The role will work as a Design partner with marketing, ensuring functional excellence that delivers high design quality and consistency, and thus building brand equity. Managing a team of direct reports to deliver against brand and category objectives whilst embedding Design best practice and a culture of Design thinking. To drive high Design quality and consistency at both the category level, in R&D and in the LOCs. |

| Breadth/ Scope of Accountability | |
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| Headcount Managed (Direct reports) | Direct reports – one Design Manager |
| Headcount Managed (Indirect Reports) | Additionally, at a LOC unit level it provides Design leadership and education to LOC units |
| Operating Budget Accountability, if applicable (please add currency) | Budget ownership and oversight for Design function across selected brands |

Contact: Andrew Barraclough <andrew.d.barraclough@gsk.com>

Knowledge

A. Educational Background

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| 1. Minimum Level of Education | BA |
| Area of Specialisation | Design |
| Why is this Level of Education Required? | Demonstration of academic achievement, ability to learn in a structured manner, experience of teamwork |
| 2. Preferred Level of Education | MBA/Masters in Design Management |
| Why is this Level of Education Preferred? | Development of design expertise combined with strong business acumen |

B. Job-Related Experience

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| Minimum Level of Job-Related Experience required | <ul style="list-style-type: none"> • Senior level design, marketing, development, innovation experience applied in business settings with demonstrated business success. • Commercial acumen developed from experience of being part of a multifunctional team • Design expertise including all aspects of Branding, Design & Innovation process, knowledge of design thinking and how this applies to the business, knowledge of global design culture, design communication, design organization and design structures in other industries, business and business processes understanding at strategic/tactical and operational level. • Management experience in FMCG environment • Track record of developing design talent and building successful, highly-regarded teams. • Experience of other Design disciplines including brand, structural packaging, POS, expert, advertising, digital • Experience with qualitative and quantitative market and design research • Experience with global design partners in global design projects • Understanding and experience in how design change can affect the brand business model (metrics and measurement) • Experience of managing design budget over categories and brands • Solid strategic thinking, commercial and marketing skills • Understanding of the strategic challenges (competitive, environmental, consumer trends, GSK capabilities) and competitive environment facing the GSK CH business. • Experience successfully cooperating with people of different levels internally and externally (multiple design partners) and effectively managing design team to deliver business objectives • Ability to recognize, respond to (internal and external) customer expectations with sense of urgency • Ability to take actions, decisions & to generate ideas, strategies, processes in promised timely manner; involvement in designs or other work requiring creative imagination |
| Why is this Level of Experience Required? | <ul style="list-style-type: none"> • This role is expected to work with you to establish Design as a critical business driver for CH and transform the culture around Design. To do this successfully, this person must have experience as a Design expert and have the skills to participate in creating and selling a compelling vision and strategy. The primary focus will be in the ability to translate that strategy into business results through the development of packaging to advance the brands, improve line efficiency and optimize cost |

C. Other Job-Related Skills/Background

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| <ul style="list-style-type: none"> • Managing a design talent team and developing excellent functional reputation internally and externally |
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Application

The ability to build upon solid strategic skills whilst balancing the tactical and operational requirements

The management skills of the candidate will be directly applied to leading and developing high performing teams, cross-functional teams and effectively influencing senior leaders and multi-culturally diverse markets.

This role requires the ability to direct a part of the Design team and design technical expertise is required to:

- Lead a direct report in applying design principles to all aspects of category marketing and branding including Visual Positioning, VBLs, Master Designs & Design Guidelines to ensure high quality and consistency across all global brands within the remit of the role and to improve brand equity.
- Collaborate effectively with GMS on Pack. & Product Development function
- Ensure consistent ways of working & RACI (between Category, R&D, GMS/Procurement)
- Adhere to and monitor progress against design metrics
- Develop people (e.g. coach & train)
- Adhere to design research best practice
- Deliver against the expectations for Design at GSK
- Sign off design briefs for design projects, lead and manage NPD/EPD projects
- Lead Design development within the innovation process, on specific projects
- Hands-on support and coaching of design managers on key design projects and ways of working
- Monitor Design consistency & quality

Problem Solving & Innovation.

This role will be a part of a team that provides business solutions by leveraging insights operationally to build CH internal excellence in design quality and consistency globally across specific global brands.

Nature of Interaction

Leads several global projects for specific brands in addition to managing one direct reports who does the same. Manages multiple stakeholders including Marketing, Marketing Excellence, R&D, LOC teams and external partners.

Sell a compelling vision and strategy for Design as a key business driver in the new organization.

Requires the ability to influence and challenge marketing on Design best practice.

Additionally, this role needs to be effective as the external face of GSK to design agencies

The job holder will work on projects that span multiple geographies and cultures. They will work on project teams with colleagues from all parts of the world.

The role must influence and build confidence at a senior level throughout the organization. Must demonstrate resilience and flexibility to effectively operate within the organization.

This is a global role which requires cultural sensitivity and understanding. It is critical that the candidate be able to understand consumers/shoppers/experts in all cultures without viewing through their home country lens.

Influencing skills must be able to translate across geographies and levels to enable appropriate impact on the business.

Impact

This role would have an impact on the organization across a selection of brands. GSK completion both branded and P/L must developed a very strong competence in design to be a success as the world's number one FMCH company we must win in Design