

GlaxoSmithKline - Vacancy

Design Manager

Job Title	Design Manager
Country	UK/US
Business Area	Consumer Healthcare
Line Manager Job Title	Design Director
Job Purpose	To support the Design Director in managing all aspects of Design across a selection of CH brands, fully leveraging Design at an operational level. The role will work with the Design Director and marketing to deliver high design quality and consistency, and thus building brand equity.

Breadth/ Scope of Accountability	
Headcount Managed (Direct reports)	None
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)	No budget accountability

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

Knowledge

A. Educational Background

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

Minimum Level of Job-Related Experience required	<ul style="list-style-type: none"> • Design, development, innovation experience applied in business settings with demonstrated business success. • Commercial acumen developed from experience of being part of a multifunctional team • Design experience including all aspects of Branding, Design & Innovation process, knowledge of design thinking and how this applies to the business, and business processes understanding at an operational level. • Experience of other Design disciplines including brand, structural packaging, POS, expert, advertising, digital • Experience with qualitative and quantitative market and design research • Understanding and experience in how design change can affect the brand business model (metrics and measurement) • Experience successfully cooperating with people of different levels internally and externally (multiple design partners) • Ability to recognize, respond to (internal and external) customer expectations with sense of urgency
Why is this Level of Experience Required?	<ul style="list-style-type: none"> • This role is expected to work with the Design Director to deliver excellence in design on key projects. To do this successfully, this person must have experience within Design and awareness/experience of an FMCG commercial environment.

Application

The ability to understand how the operational requirements are derived from strategic thinking and how this translates into operational requirements

This role requires design technical expertise to:

- Apply 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 design research best practice
- Deliver against the expectations for Design at GSK

Problem Solving & Innovation.

This role will be a part of a team that provides Design work that provides business solutions.

Nature of Interaction

Work with the Design Director on global projects for specific brands. Work with multiple stakeholders including Marketing, Marketing Excellence, R&D, LOC teams and external partners.

Understand and live the vision and strategy for Design as a key business driver in the new organization.

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 build confidence within project teams and demonstrate resilience and flexibility to effectively operate within the organization.

The candidate should be able to understand consumers/shoppers/experts in all cultures without viewing through their home country lens.

Impact

This role would have an indirect impact on the organization across a selection of brands, through the coaching and leadership of the Design Director.