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ROLE PROFILE

Job Title:	Global Design Manager
Reports to:	Design Director
Location:	Slough, UK

SUMMARY

The long term objective of the role is to build high quality and highly consistent design shelf execution in line with brand equity. This will be achieved through integrating and managing design practice in the creation and execution phase of all packaging design projects (re-launch, NPD/EPD and Promo)

SCOPE / DIMENSIONS OF ROLE

Working closely with Category Global Brand Marketing Managers, Advertising, Lead and Local Design Agencies and Printers (externally) on projects of up to £x in value.

RESPONSIBILITIES / ACCOUNTABILITIES

Brand Design Guidelines and Packaging Design

Deliverable

Packaging Design is executed according to Brand Design Guidelines.

Performance-indicators

Effective, ownable and modern Brand & Packaging Design.

Qualitative and consistent brand perception.

Consistent and qualitative packaging design.

Activities

Supporting Brand Design consistency audits.

Managing the Design Agency (except Lead Agency) quality audits.

Briefing and supervising Lead Design Agencies in NPD projects.

Briefing and supervising Local Design Agencies in NPD/EPD and Promo projects.

Controlling Design Guidelines for all Brands in line with the Design Strategy

Design Champion role

Deliverable

Functioning as the Category Design Champion.

Performance-indicators

Application of packaging design in Brand re-launch, NPD/EPD and Promo projects.

Awareness of Packaging design throughout the organisation.

Activities

Identifying Packaging Design Trends.

Evaluating the use of Design Objectives throughout the projects.

Managing the Design Assessment in the projects.

Controlling the assessment design agencies, repro and print vendors.

Please note that the duties and responsibilities within this role may change over the course of employment, which will require flexibility

Assessing Design priorities in all projects against Design Brief and Design Standards.
Supporting Category and Country staff on Design Quality and Consistency.

Project Management

Deliverable

Efficient and effective Design Decision making.

Performance-indicators

Design Lead Time and Design Costs

Activities

Managing the development of stimuli (2d&3d) for all concept boards.

Realising speed up of the design in re-launch, NPD/EPD and Promo projects.

Setting Design Objectives in all Brand re-launch, NPD/EPD and Promo projects.

Safeguarding Master Design Creation, Artwork, Repro and Print.

Managing Design Quality and Consistency in all NPDs against Design Brief and Design Standards.

Managing and updating the Packaging Design content of the DBAM system.

Project Resources

Deliverable

Optimal usage of resources within agreed budget

Performance-indicators

Getting the best Suppliers and keeping them; Design Agencies (also Local), Repro Houses & Printers, structural Packaging manufacturers.

Budget.

Activities

Assessing the Repro Houses & Printers and structural Packaging manufacturers on Design Quality.

Managing the DBAM supplier and the different modules & Spring content.

Managing 3D Design Agencies.

Supervising and directing the Design Agencies for all projects in all phases.

Interfacing between Design, Supply and NTG in all NPD/EPD projects.

Controlling of design funding in the projects (Category and Country).

PROFESSIONAL QUALIFICATIONS/ EXPERIENCE

- A Design related Master's Degree (or equivalent).
- Significant experience in Design/Project Management, Brand/Packaging Design Strategy, with experience of operating with, or in, a global FMCG/CPG environment.
- A strong background in Packaging Design project management and demonstrated experience in implementation of Brand Design Guidelines into packaging properties.
- Foundation understanding of Packaging and Printing technologies.
- Experienced with digital Brand asset management systems in a multi-Brand environment.

SKILLS, COMPETENCIES & ATTRIBUTES

- Sensitivity to Design and creativity and strong familiarity with the realizing Design Quality and Consistency in a global Brand context.

Please note that the duties and responsibilities within this role may change over the course of employment, which will require flexibility

- Demonstrated versatility in applying Design skills to different assignments, Brand launch, NPD/EPD projects in structured way.
- The ability to manage internal and external cross-functional projects with – art directors, Designers (2D and 3D), marketers, scientists, engineers and yield the best results towards the project objectives, while being firm and clear in making decisions.
- A project leader spirit that is positive, enthusiastic and dynamic.
- Strong interpersonal skills with proven ability to develop and maintain effective working relationships with mid levels of internal and external contacts, combined with strong communication and negotiation skills.
- Proven ability to write clear and concise creative Design Briefs.
- Strong problem solving and analytical skills.
- Knowing the total Design Process at hand and knowing how to transform Design Packaging Concepts into high Quality and Consistent Properties.

OTHER PERSONAL ATTRIBUTES

- RB is a global business, candidates should be open to relocate internationally for career development and challenge
- The business language in RB is English, therefore fluency in English is essential and fluency in local languages advantageous
- Flexible to travel, if required
- In line with RB core values, the candidate will be achievement focussed and able to work in a direct and often pressurised environment. Entrepreneurial skills in terms of innovation and problem solving are key along with tenacity, tough-mindedness and ability to influence and demonstrate strong team working abilities and commitment