

THE : FUTURE : LABORATORY JOB SPECIFICATION

Job title:

Design Director

Direct line manager:

Kirsty Minns, Creative Director

About us:

The Future Laboratory is one of the world's most renowned futures consultancies. We help our clients to harness market trends, understand and adapt to emerging consumer needs, position their business for success and keep ahead of their competitors.

We work with an enviable list of clients and use a variety of tools and techniques to show them future competitive advantage so that they are match fit for tomorrow. In short, we show them their potential future and help them to plan for it today.

The design team plays an integral role in the business. We are responsible for delivering our activation offer to a global roster of clients; creating branded experiences, digital platforms, design directions, boundary-pushing events, creative content, marketing concepts, immersive temporary retail stores and future product concept development. We also head up all creative output for the rest of the business, from the marketing of our thought-leadership think tank LS:N Global to our in-house experience, events and installations.

Summary of role and responsibilities:

We are looking for a hands-on Design Director who is passionate about inspiring in-house teams and clients alike through their work. Reporting to the Creative Director, the Design Director will be an integral part of the design team, ensuring that the creative output of the business meets the high standards that The Future Laboratory is famous for. The ideal candidate will be a driven and high-energy individual who will champion our high standards and contribute to the future growth of the business.

The position involves working across a range of disciplines including brand strategy, brand identity, communications, print, digital and moving image. You will be responsible for leading projects, inspiring teams of designers, championing creative excellence, and above all, creating transformative work.

As support to the Creative Director, you will manage the financial efficiency of projects and oversee the development and creative excellence of the design process at all stages. You will direct all major projects, instilling creativity and collaboration at all times, and always push the boundaries conceptually to deliver beyond the client's expectations. You will enjoy presenting and be able to talk passionately and confidently to clients about our work, taking the lead in client meetings and championing design internally.

We are looking for someone who is a cultural sponge, someone who is attentive to and appreciative of detail, but who always sees the bigger picture.

The ideal candidate will be experienced in delivering end-to-end creative solutions to business challenges. You will be very adept at developing a range of concepts in answer to a brief, managing shoots and delivering imagery and artwork to a high standard – always on time and within budget. You will have solid foundations in print and be an expert in the digital sphere. Personable and adaptable, you will be able to form successful collaborative partnerships with copywriters, producers and designers within the team, and will naturally form positive working relationships with key stakeholders and other departments. You will be instrumental in ensuring that the creative vision of the brand is rolled out consistently across all channels while mentoring more junior members of the team.

Key responsibilities:

- : Establish and maintain aesthetic coherence, impact and distinct style across all aspects of The Future Laboratory's output, including art direction of major internal events such as Trend Briefings (including video work) and forums, along with any other events, products or services that the company creates or develops in the future

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- : Have line of sight across all design work before it goes out the door, and be able to provide constructive feedback and encouragement to the Design team
- : Work with the Creative Director to develop the Future Laboratory's visual brand identity, ensuring that this is central to all creative projects
- : Review project work to ensure the highest standards of quality, consistency, accuracy and successful project completion
- : Nurture and lead the design team, ensuring that regular 1-2-1s and reviews are completed for team development, and driving inspiration to ensure that the team stay engaged
- : Identify needs for training and development, coaching and mentoring (assess needs and conflicts within the department and ensure that teams function effectively to achieve The Future Laboratory's business goals)
- : Work with our Production Manager to allocate resources within the team to the greatest effect
- : As this role includes a large amount of day-to-day designing, you will be able to design through the line; across branding, print and digital
- : Work with the wider agency disciplines of LS:N Global, Strategy, Creative, Client Services and Sales in order to provide design with a strong voice in the agency
- : Lead design's relationship with key clients, and be able to excite and engage different brands with the team's work
- : Look at ways to improve the agency process – we are an agile agency, so you will have freedom to innovate where you can
- : Develop and maintain relationships with photographers, film-makers, illustrators, designers

Essential skills and experience:

- : 6+ years' design experience in a number of different environments, which has helped you to develop strong through-the-line skills (e.g. branding, CRM, social, animation, film, digital, print)
- : Experience working across a wide range of brands and getting under the skin of each from a conceptual point of view, through to the end design output
- : Experience managing and coaching others; inspiring and leading creatives to get the best out of them
- : Experience presenting and working with clients
- : Design in the most appropriate manner for different groups of people
- : Expert in Illustrator, InDesign, Photoshop and Keynote
- : Experience in film is desirable

You will:

- : Be keen to inspire others through your work
- : Have a flawless eye for detail and consistency, and be keen to innovate with design where appropriate
- : Be self-motivated and able to communicate with the wider team to ensure that business needs are met
- : Be used to and relish working in fast-paced, ever-changing environments
- : Have a true love for design and being involved with the wider community in order to keep on top of the latest trends, changes and innovations
- : Be flexible, adaptable and a great communicator
- : Be an on-your-feet lateral thinker who is solutions-orientated
- : Have an acute awareness of deadlines and budgets
- : Be organised and able to follow internal processes and keep the standard of work high, especially when under pressure
- : Be able to work both independently and collaboratively with copywriters, designers, film-makers and developers to produce outstanding creative solutions
- : Have proven design experience either in-house or at an agency
- : Have excellent digital and art direction skills, with some experience in print
- : Be adept at visually articulating your concepts through mood boards and scamps
- : Have a BA (Hons) degree or equivalent qualification