



Job Description

Job Title	Lead Branding Designer
Department	Marketing
Location	Park Royal, London

Overview of role

The Design team sits within Enotria&Coe's Marketing department. The team currently comprises two Graphic Designers. The Lead Branding Designer will manage these two direct reports, allocating workload across the available resource. It is crucial that the Lead Branding Designer is comfortable working accurately under pressure and to tight deadlines. High attention to detail is critical, as is understanding commercial sensitivity to work towards a pre-defined brief.

The Design team has three key functions within the business:

1. Owns Enotria&Coe's corporate branding
2. Works with other teams within the marketing department and across the business to develop creative solutions for a range of materials
3. Works with our customer base (predominantly on-trade) to design and produce point-of-sale items, such as wine lists and menus to be used on-site

The Lead Branding Designer may also on occasion be required to collaborate with external design agencies or partners on a project basis. In these cases, the Lead Branding Designer would be required to share Enotria&Coe's corporate branding guidelines, provide imagery and other design elements and support senior leaders within the business in delivering a clear design brief among other tasks.

Duties & responsibilities

As manager of the Design team, the Lead Branding Designer works closely with a number of teams within the business to ensure strong communication between Design and other teams. The Lead Branding Designer must be closely aligned with the business' marketing strategy and objectives and facilitate these being adhered to throughout the business.

In order to ensure this, the Lead Branding Designer is responsible for communicating with the Finance team to attribute costs correctly. The Lead Branding Designer must monitor spend on software and print commissions and match up all invoices for internal accounting purposes. The Lead Branding Designer might also be called on to provide basic training for new starters where necessary. The Lead Branding Designer is responsible for monitoring stock levels of specialist in-house materials and liaising with the relevant people to re-order when required.

Within the three key functions of the Lead Branding Designer's role, their detailed responsibilities are as follows:

Enotria&Coe's corporate branding:

- The Lead Branding Designer will take on Enotria&Coe's existing corporate branding and ensure that they are followed across all media.
- Expand or develop the corporate branding guidelines for new media, as the need arises.
- Ensure that corporate branding guidelines are adhered to across marketing and corporate materials, including but not limited to web, print/digital, social media, video content, PowerPoint presentations (internal and external), corporate presentations and brochures such as event collateral and price lists.
- The Lead Branding Designer will be attuned to innovation and trends, especially in Enotria&Coe's relevant industry, and will propose updates to Enotria&Coe's corporate branding where relevant.



Creative solutions for a range of materials:

- The Lead Branding Designer will take the lead on behalf of the Design team in liaising with senior leaders in the business to design visual communication in line with corporate branding that will help to form, shape and bring to life the business' strategic goals.
- On a case-by-case basis, the Lead Branding Designer may alternatively be given a clear design brief against which they have to deliver or may be required to facilitate design projects from inception to completion.
- The Lead Branding Designer will need to liaise with departments internally to source correct data, ensure it has been proofread and signed off by the relevant stakeholders, source imagery from suppliers and respond to user-feedback from account managers and/or customers.
- The Lead Branding Designer will be responsible for delivering major print and/or digital projects on time and in full, including coordination of printing and delivery of physical assets where applicable.
- The Lead Branding Designer will be closely aligned with the business' Sustainability Charter and pledge to be carbon neutral by 2030, in researching, recommending and pioneering sustainable design solutions. This may include more environmentally-friendly print options, or driving further improvement in the interactivity of our digitally available materials.
- The Lead Branding Designer may be required to support in visual research, brainstorming, evaluating feedback, devising solutions to potential design challenges and delivering on a range of projects such as label design, packaging, event collateral, training collateral and social media content. The Lead Branding Designer must work within corporate guidelines and, together with relevant departments, ensure that assets reach the appropriate audiences and are tailored to the relevant platform.

POS for trade customers:

- The Lead Branding Designer will liaise closely with Enotria&Coe's nationwide team of 70+ account managers to receive requests for design of new point-of-sale items, conceptualising and producing menus and other materials for our on-trade customer base.
- The Lead Branding Designer will coordinate the Design team's resource in responding to requests to create or amend customer wine lists, manage printing of these in-house and/or externally and arrange for delivery to customers as advised by the Enotria&Coe account managers.
- The Lead Branding Designer will be responsible for overseeing whether design collateral is appropriate to the outlet type and target consumer and is designed to maximise customer return on the wine category. All collateral must be compliant with current UK wine legislation and trade guidelines.



Person Specification

	Essential	Desirable
Qualifications & Training	<ul style="list-style-type: none"> Degree or equivalent in Design A thirst for wine & spirits knowledge with a will to learn 	<ul style="list-style-type: none"> WSET qualification or equivalent Degree in Graphic Design
Knowledge & Experience	<ul style="list-style-type: none"> At least 2 years of experience as a Graphic Designer Can design across a number of media; print, web etc. Print production knowledge 	<ul style="list-style-type: none"> Corporate branding Digital design Experience in hospitality/wine industry Print production knowledge Management experience
Skills & Abilities	<p>Behavioural</p> <ul style="list-style-type: none"> Excellent communication and interpersonal skills with internal and external stakeholders Collaborative, strong team player Flexible and adaptive to clear creative briefs and feedback Good at building and maintaining relationships Exceptional level of accuracy and numeracy Superb attention to detail Great initiative and a proactive approach Takes ownership and keeps momentum up for projects Able to make key decisions day-to-day Able to prioritise and manage own and team workload Can implement innovative design solutions that allow other teams/internal stakeholders to become more autonomous Efficient and delivers results at pace Good at building and maintaining relationships <p>Functional</p> <ul style="list-style-type: none"> Super-user level on Adobe Creative Suite packages; InDesign, Photoshop, Illustrator & Dreamweaver High level of skills in Microsoft Office including Word, Excel and PowerPoint Great understanding of visual communication; typography, layout, colour and grid structure Photography, videography, shoot direction and post-production editing 	<ul style="list-style-type: none"> After Effects, Premiere Pro & Final Cut experience High level of skill in Sketchup, Autocad, Revit Excel super-user Fluent in a foreign language: Italian, French or Spanish speaker preferred