

Job Description

Name:

Title: Senior Designer

Reports to: Director

Based at: 17, The Courtyard, Timothy's Bridge Road, Stratford upon Avon, Warwickshire, CV37 9NP.

About us

DSA is a global exhibitions and events agency. Founded in 1995 and still independently owned, we produce exhibition and event experiences that create brand impact, audience engagement and measurable results. From our UK headquarters, our talented team work as trusted long-term partners to our clients and deliver projects all over the world.

Position Overview:

The Senior Designer will play an integral role and is responsible for the creative output with regular input into the creative team adhering to DSA's creative processes. Presentation and execution of client exhibition campaigns, management of client budgets with a focus on the feasibility and ROI for both DSA and client by maintaining highly professional operating standards throughout.

This is very much a people-orientated, client facing role, involving support to all departmental teams and development of high-level concepts for client projects. Working with internal and external clients, pitching designs, and understanding client's needs. The Senior Designer will be responsible for assisting in the recruitment and managing of third party freelance designers.

Travelling overseas and working additional hours and/or weekends are a requirement to effectively facilitate the needs of the role and the business.

The Senior Designer will not only be creative, but also experimental and ideas driven, with a desire to solve problems for our exciting client roster and help with new business opportunities/pitches.

Experience of designing innovative exhibition, event and/or experiential environments with a portfolio of completed work is a must. Driven, proactive and have the correct skills and mind set to go beyond expectation.

Travelling overseas and working additional hours and/or weekends are a requirement to effectively facilitate the needs of the role and the business.

Key responsibilities and accountabilities:

External

- Ensure the creative function operates in an efficient, profitable manner
- Ensure that DSA creative service remains leading edge and ahead of our competition
- Ensure that creative responses are of a continually high quality and production is upheld, maintaining consistently high standards for him/herself and others on the team
- Delivering strategic communication solutions that help our clients attain their marketing and communications objectives
- Translating client briefs, marketing goals and information into strategic brand concepts, storyboard and rationales
- Collaborating and contributing to the creative process as a senior designer, and a member of sales/account direction team to the strategic and creative development of DSA.
- Ensuring a unified creative/account management process in order to execute on client projects.
- Assure that client presentations are on time, professional, engaging, persuasive and supported by sound rationale.
- Ensuring a unified creative/project management process in the preparation of job estimations, processes, quality control.
- Manage the co-ordination of multiple projects from concept through to completion.

Internal

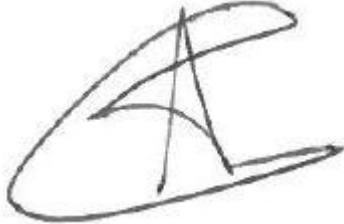
- Assure that timely and informative communication takes place between all departments: sales/marketing, projects and finance.
- Working collaboratively in company strategizing and make recommendations for changes to the creative function to meet the market changes, competitive threats or to support strategic DSA plans and goals.
- Make decisions daily that ensure both profitability and creative quality.
- Set expectations and standards (build a culture) for creative team attitude, behaviour, teamwork and professional development – lead accordingly.
- Direct the activities and professional development of creative team members, including regular staff reviews, taking corrective actions and recommendations with final decision by the Director.
- Study the creative marketplace, assessing where DSA work stands against competitors as well as clients 'competitors' creative work.
- Drive constant improvement in DSA creative quality and capabilities.
- Continued self-development within the role.
- Attending training programmes in accordance with effective performance of the current role.
- Quarterly reviews with the Director on performance against DSA's company targets.
- Attend weekly team meetings and report activity.

Key Skills/Attributes

- Excellent collaboration skills
- Problem solving and decision-making skills
- Excellent at managing own time and work priorities
- Excellent in communication and persuasion skills at Director/Board level.
- Superior understanding of design, sales and marketing principles
- Superior understanding of event technology to enhance exhibitor and visitor's experience and in demonstrating a return on investment.
- Demonstrate talent for high calibre creative conception and writing.
- Ability to thoroughly understand clients event brief and objectives and clearly communicate direction to others.
- Thorough understanding of clients and their business/industry.
- Excellent presentation skills.
- Excellent communication, planning, time-management and follow-through skills.
- Knowledge of all design packages: 3D Studio Max, AutoCAD, Vray, Sketch Up, Photoshop, Illustrator, InDesign, plus hand drawing skills.
- Knowledge of all Microsoft products: Word, Excel, PowerPoint, Outlook
- Excellent understanding of exhibition production methods and materials
- An accurate eye for detail and technical considerations
- Integrity, passion and energy are a must.

I hereby accept and understand the above Job Description.

Approved: Alex Sargent, Director

A handwritten signature in black ink, appearing to be 'AS', written over a faint, light-colored signature line.

Signed:

Date:

2019

Agreed by:

Signed: