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| Business title: Head of Design  | Location: London |
| Function: Creative Reports to: Director of Creative | No. of direct reports: 5No. of non-direct reports: 37 |
| Budgetary responsibility: No | NGR/P&L: No |
| **Version number:**Date Created*: mm/yy*Version: *for example 1:0/ 1.1/ 1.2 etc*Date Revised*: mm/yy* | **Job Architecture**Job Family: CreativeSub Family: DesignBand:  |

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| About the role |
| We’re Entain. Powered by our very own technology and building products that push boundaries, Entain is home to a global family of more than 30+ well-known brands and over 29,000 people, but we all play for the same team. When we win, we win together.Our vision is to be the world number one in betting, gaming and interactive entertainment by bringing moments of excitement into people’s lives. We will achieve this through our focus on sustainability and growth, driving change in the fast-paced world of entertainment.We are an in-house creative agency responsible for bringing all communications and marketing briefs to life, through creating and producing innovative content that increases business performance across Entain brands. We deliver campaigns spanning multiple media touchpoints, including CRM, performance marketing, tv and social.This role is a pivotal part of our internal creative agency. You will creatively lead and inspire a team of designers (static and motion) providing design direction across our global brands and marketing campaigns, ensuring they are executed to the highest standards across a variety of mediums and channels. You will be confident interpreting all manner of multi-discipline briefs, every interaction a customer has with our brands from the ads they see in the world, to the emails they get in their inbox. Your team will create and innovative award winning work that tell stories and drive business performance. |
| Key responsibilities |
|  * Set and lead the vision for design across our brands, being the go-to brand guardian of all design assets.
* Acts as the go to Design craft lead and mentor for the team.
* Line manage and lead a team of Design Leads,
* Lead a team to generate insightful, strategically grounded design concepts and branding design projects from conception to completion.
* Lead brand guideline development for design assets across our suite of brands
* Explore and shape creative ideas and align them with strategic brand goals.
* Lead pitches and obtain buy-in from stakeholders.
* Introduce and deliver brand consistency across all design touch points.
* Review and approve design concept and work developed by the team, ensuring that deliverables address marketing goals and challenges effectively.
* Partner with internal stakeholders and external agencies to effectively raise the bar and deliver high quality, creative work.
* Lead brainstorming sessions with the creative team, maintaining strategic thinking to develop innovative and actionable initiatives in a fiscally responsible manner
* Analyse brand tracking, market trends, consumer needs, and the competitor landscape
* Implement best practice, tools and processes to ensure we have optimal workflows in place to deliver at scale
* Collaborate with multiple stakeholders to create award winning work

Some international travel will be needed as part of this role |
| Specialist skills and experience |
| **Essential** * Proven experience of leading design teams for multiple brands
* A track record of successful creative work (please include portfolio with your application)
* Experience of leading teams through change and transformation
* Experience of leading remote teams
* Excellent understanding of the design principles, of typography and motion design.
* Experience of leading a large, multi-location team in a high volume digital business
* Demonstrable experience in some/all of the following (Adobe Creative Suite, Sketch, Cinema 4D)
* Practical experience across conceptual design, branding, campaign branding, advertising and all integrated channels.
* Experience of leading teams through change and transformation
* Experience of building credible relationships whereby positive tangible business outcomes is achieved

**Desired:*** A strong interest in sports and/or gaming (Poker, Bingo, Casino)
* Experience working for brands in a regulated sector
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| Competencies / behaviours |
| *Be specific, describe what behaviour you expect to see. So Instead of 'drives results' you could say 'sets and achieves challenging goals'* *Leaders and Managers - Leadership Behaviour Framework:** *Adapts to change quickly and flexibly*
* *Sets and achieves challenging goals*
* *Objectively reflects on own behaviour*

*For Non-Managers: Behaviour Framework** *Sets, achieves and is motivated by goals*
* *Able to collaborate and work well with others*

*Remember our Pillars – what do we want the candidate to do? How do we write - simply, straightforward, open and honest. Remember to write inclusively and ensure that concrete behaviours are written here, not just traits .* |
| Diversity and equal opportunities: As a global employer, Entain is committed to providing a safe, fun, and inclusive culture where our people feel like they truly belong.Where appropriate, we will make reasonable adjustments to ensure the application process and role is fair for all candidates.We are a multicultural business that values, celebrates and respects individual differences, so whatever your sexuality, gender, gender identity, ability, age, race, religion or belief, you will have a voice here, and the space to do your best work.Our diverse internal networks provide the support for you to express your views and make a positive difference. |