

JOB TITLE – Creative Production Manager

REPORTS TO – Head of Creative Marketing

LOCATION – Loughborough + Voysey

DEPARTMENT– Creative Marketing

SCOPE OF JOB

- As Creative Production Manager, you will lead our in-house Styling and Visual merchandising team at the heart of our creative operation, steering a talented team in shaping and producing compelling brand and product assets across our portfolio of six interiors brands. With a strong focus on digital content, elevated lifestyle photography and global visual merchandising, you will be responsible for driving high-performance creative that inspires, engages audiences, and delivers measurable results.
- You will oversee the development of visual content and physical, immersive moments for Trade. This will cover showroom and exhibition design through to content creation for website, social channels, email, and paid media as well as brand campaigns, ensuring all outputs combines strong aesthetics with a clear digital strategy. Your leadership will bring our brands to life through vibrant, conversion-minded visuals tailored to both direct-to-consumer and trade audiences.
- Working in close collaboration with brand, marketing, trading, and performance teams, you will ensure all creative output aligns with broader business objectives and reflects our design-led ethos. You will champion visual consistency, foster a culture of creative innovation through events, exhibitions and showroom design, and adapt the Stylings approach in a fast-evolving digital landscape, positioning our brands as leaders in the luxury interiors sector.
- A critical part of the role is high-level project management on business-wide initiatives. Aligning creative output with strategic goals, managing timelines, budgets and resources, ensuring brand consistency across all deliverables. You will act as the bridge between senior stakeholders, creative teams and the wider business, driving cross-functional collaboration, optimising processes and delivering impactful results.

PURPOSE

- As Creative Production Manager, you will lead the creation of industry-leading brand and product creative assets, delivering standout, trend-aligned content that inspires customers, drives engagement, builds brand equity, and supports measurable outcomes across both luxury trade and direct-to-consumer markets. You will manage the Styling and Visual Merchandising team workload, scheduling tasks across the team to ensure assets are produced to the highest quality and delivered on time. Partnering closely with brand and channel leads, you will ensure every output has creative cut-through and elevates the customer experience

RESPONSIBILITIES

- Lead and manage the in-house Styling and Visual merchandising team, delivering standout, cut-through creative assets (moving, static and physical) to support brand and product communications through visual content and physical, immersive moments for Trade through showroom and exhibition design through to content created for website, social channels, email, and paid media, ensuring every piece combines strong aesthetics with a clear digital strategy.
- Oversee and lead the new way of working through reactive briefs pushing the creation of high-performing, digital-first assets optimised for social channels, websites, print and digital advertising ensuring quality and brand consistency.

- Manage the demanding Styling and Visual Merchandising workload effectively using workflow tools, balancing global priorities across six brands and delivering on all marketing and creative brief requirements.
- Direct the translation of brand and campaign narratives into compelling digital visuals, guiding the team to remain reactive to industry trends and align with platform requirements (e.g. Instagram, Pinterest).
- Collaborate closely with key stakeholders including wider creative team, brand managers, licensing, and commercial teams to ensure all creative meets business and brand objectives.
- Champion the development of elevated customer experiences that reflect luxury brand positioning across all offline consumer touchpoints.
- Act as custodian of brand guidelines and brand expression for each brand, ensuring all assets uphold the highest visual standards and consistent brand identity. This includes collaboration with external partners.
- Stay ahead of luxury digital trends and emerging creative formats, coaching the team in best practices for all aspects of industry leading design.
- Manage rapid-turnaround content production for timely brand moments or seasonal campaigns, balancing speed with quality.
- Foster a high-performance creative culture through team coaching, development, and training, embedding industry best practice and driving innovation within the Team.

MEASURES OF SUCCESS

- Production of standout, cut through, emotive creative assets.
- All projects and launches are delivered on time, on budget and to brief.
- Tightly managed workload and prioritisation.
- Global showroom alignment through launch display and merchandising.
- A high performing motivated team.

CONNECTING WITH OTHERS

INTERNAL

- DESIGN
- MARKETING
- LICENSING
- PROCUREMENT
- SALES
- FP&A TEAM

EXTERNAL

- PHOTOGRAPHERS
- EXHIBITION ORGANISORS
- PRINTERS
- PATTERNBOOK MAKERS
- ADVERTISING AGENCIES
- KEY SUPPLIERS

QUALIFICATION

- Art / Design Degree and/or 10+ years design experience
- EXPERIENCE & SKILLS
- High level project management skills including external vendors, Group Leadership and internal teams.
- High Level Creative direction of Styling and Visual Merchandising.
- Expert knowledge of the Adobe Creative Suite (Illustrator, Photoshop, InDesign,

	<p>Premiere Pro) with strong capabilities in motion graphics, short-form video editing.</p> <ul style="list-style-type: none"> • Proven ability to create reactive, culturally relevant, social-first content tailored for digital platforms, with an understanding of platform-specific requirements (e.g., TikTok, Instagram, Pinterest). • Proven ability to create stand out, visual merchandising installations focusing on Brand Moments and consumer experiences. • Outstanding collaboration and communication skills, able to work effectively with a diverse range of stakeholders including marketing, sales as well as creative agencies. • Organised, detail-oriented, and self-motivated, capable of managing multiple projects, meeting tight deadlines, and maintaining exceptional attention to detail. • Experience in storytelling and facilitation, bringing brand narratives to life through compelling visual communication.
--	---

BEHAVIOURS

Agile – comfortable iterating rapidly in response to performance data or social trends.

Consumer-centric – design with user engagement front of mind.

Digital Focus – stays ahead of platform trends and visual culture shifts.

Performance-minded – understands the impact of good design on D2C growth and KPIs.

FOR LINE MANAGER ROLES ONLY

TOTAL EMPLOYEES –	DIRECT REPORTS – 5
COST RESPONSIBILITY –	REVENUE RESPONSIBILITY –
INFLUENCE –	