



## Chief Stylist – Job Description

(Job Code and Level: EDESSTY005)

### **Definition:**

Styling is defined as: Development of the appearance, aesthetics and to some extent the ergonomics of motor vehicles and components. It is also involved in the creation of the product concept, the vehicle aesthetics value and will correspond to ergonomic functionality and utility features as well as incorporation of emerging vehicular gadgetry as defined by the research team.

### **Overall Purpose of the Role:**

The Stylist works independently in developing new designs for automotive products utilizing electronic tools. Create a design concept from sketch form to the final release of the model focussing on the combination of form and function, including overall vehicle package, looks for the exterior, interior and colour / trim look and feel of the vehicle.

### **Key Responsibilities:**

#### **Strategy and Development**

- Support development of Creative technology strategies and product offerings for the business
- Ability to capture and specify the concept design requirements

#### **General and Task Management**

- Provide technical lead in developing business opportunities with relevant up to date concept and design proposals
- Responsible for the development of proposals (documentation, plans, costing, commercial package) for global customers through to order conversion
- Technical leadership of assigned Concept Design projects
- Define resource requirements for successful project execution
- Maximise team performance using standard processes
- Lead Styling reviews
- Assess cost/benefit trade-off of design solution and lead decision making process

- Identify areas for technological and creativity advancement
- Working closely with tight deadline to ensure that design concepts are developed and modeled, incorporating latest trends and meeting financial budget requirements
- Support the generation of technical papers
- Ability to create and communicate new design ideas
- Escalate and manage programme risks and issues
- Attend various meetings and action/communicate instructions
- Produce written reports and make presentations
- Undertake continuous training and development
- Perform root cause analysis and resolve problems
- Identify business improvement opportunities within the organisation
- Ensure an effective interface with other departmental staff is maintained
- Stay current with design trends and provide technical expertise to the team
- Identify and deploy the technical skill sets, resource levels and systems to deliver projects, including the engagement of external resources as required
- Monitor the completion of tasks and ensure good performance and record on appropriate systems
- Works with studio engineers, modellers, other designers and fabrication personnel in the development of new design ideas in both two and three dimensional form to required finish
- Review, implement and update company records e.g. training matrices, performance reviews, risk assessments
- Conduct risk assessments of processes and tasks in the department

### **People Management**

- Mentor key stylists and modelers, identifying requirements for skills development
- Supervise and work with junior stylists supporting, developing and nurturing talent
- Ensure the delivery of the People Strategy within area of accountability
- Manage and lead the team, ensuring adequate staffing levels, managing holiday allowances, recruitment, training, development, appraisal, attendance, disciplinary issues and daily supervision to maximise efficient productivity
- Motivate and coach the team to operational success
- Communicate KPIs from the strategic annual plan so that each employee is aware
- Develop, implement and manage key performance indicators (KPIs) for each area of responsibility
- Ensure KPIs are met by working to the overall plan, including management of, and reporting

### **Financial Budget and Control**

- Prepare the annual Styling budget and forecasts and all Capital Expenditure proposals as well as ensuring compliance with customer and

legal requirements. Manage the budget from identification to completion of projects

### **Relationship Management**

- Draw on the wider technical expertise across the global organisation to achieve optimal styling creation and technical performance
- Be the primary technical styling interface
- Develop and maintain client network and relationships with senior level Industry counterparts (Chief Stylist level and above)
- Support the sales and business development teams by adding creative technical excellence to proposals and presentations
- Manage the interface between the customer and styling and also the internal interfaces between sales, engineering and supply chain/production
- Communicate with senior management on programme status, risks and issues in an appropriate and timely manner. Ensure regular and timely communication between project team members
- Support the sales and styling teams with new project cost, time estimates and customer contract development and approval processes
- Work as part of the Management team to share ideas and improve operations, recommending, supporting and implementing continuous improvement activities and process and procedure improvements to optimise results and improve quality of delivery, in line with quality standards requirements and in line with Company and Customer requirements
- Consistently promote high standards through personal example and roll out through the team so that each member of the team understands the standards and behaviours expected of them

### **Self Management**

- Support, comply and ensure complicity with Health & Safety regulations, the Company Handbook, Quality and Environmental standards, and all other Company policies and procedures
- Inspire and motivate the team
- Consistently manages performance firmly and fairly
- Knows and develops the team
- Resilient, optimistic and open to change
- Is self aware
- Shows moral courage, openness and honesty in all dealings
- Is confident, assertive and self assured
- Has an Adult:Adult, collaborative approach to others
- Excellent interpersonal skills

### **Skills and Attributes:**

- Exceptional design intuition
- Ability to think three dimensionally
- Outstanding creativity, a feel for trends and a love of detail combined with well developed conceptual thinking.

- Exceptional leadership and communication skills with the ability to optimise team performance and development
- Excellent relationship management skills with the ability to engage, negotiate and manage key stakeholders and suppliers
- Strong and confident negotiator with the ability to negotiate at all levels
- Excellent analytical and problem solving abilities
- Results orientated with ability to plan and deliver against project deadlines
- Commercially and financially astute with experience of managing budgets
- Resilient, self motivated and able to work well under pressure
- Technical mindset
- An appreciation of and an ability to positively resolve issues arising from different cultures
- Contributes to creative and aesthetic design solutions
- Familiarity with presentation and visualisation technologies
- Independent and goal orientated work attitude
- Good understanding of customer expectations and deliverables with an awareness of the impact of failure/cost of poor quality

### **Qualifications and Experience Levels:**

- Degree (Preferably Masters) with specialisation in transport or industrial design. NVQ Level 7 qualification.
- Preferably a Fellow or Chartered Member of a Professional industry related body
- Demonstrable experience of leading a Styling function with a proven track record in strategic leadership delivering effective creative strategies, policies, processes and systems
- Ability to add value, reduce costs and make business improvements
- Proven project management experience
- Experience of operating and influencing at a strategic level
- Knowledge and technical understanding of automotive processes, components and design techniques
- Previous professional experience in an automotive industry

### **Example roles this job description may cover:**

- Chief Designer
- Chief Industrial Designer
- Chief Concept Designer