



## Head of Styling – Job Description

(Job Code and Level: ESTY006)

### **Definition:**

Overall responsibility and accountability for the Styling function across the UK which will include people and budgetary management. Part of the management team or board which determines all business decisions.

The Styling function will cover some or all of the following definition within its business: Invents, researches, designs, stimulates, validates, maintains and project manages: the appearance, aesthetics and to some extent the ergonomics of motor vehicles and components to include ergonomic functionality, utility features and incorporation of emerging vehicular gadgetry; and processes to required standards of quality, cost, timing, delivery and safety.

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

Strategic and tactical responsibility for implementing styling strategy and strategic operational goals to exceed customer expectations maximise efficiency, optimising and driving styling excellence. Responsible for all areas of the Styling function and quality of service delivery, striving for best in class designs and business practices to deliver to the customer's expectations, managing teams and projects across the business. Provide clear leadership and vision, inspire and motivate staff to achieve excellence and mentor them as they develop new skills. Drive Key Performance Indicators across all areas of the Styling function to ensure that all projects are delivered on cost and on time to the highest quality standards. Ensure Health, Safety and Environmental issues are prioritised and facilitate, direct and drive implementation of Lean Business strategy and drive Continuous Improvement across all styling related areas of the business.

Will have people and budgetary management responsibility.

### **Key Responsibilities:**

#### **Strategy and Development**

- Overall responsibility for Styling activities across the business

- Create and implement best practice concept vision, strategy, policies, processes and procedures to aid and improve business performance
- Ensure that styling strategies and processes are in place to meet business objectives and operational needs in terms of price, quality and delivery targets and which enables the company to function and compete effectively in the market
- Evaluate the challenges faced by the business and take action to mitigate risks and develop opportunities
- Contribute to overall business strategy and annual budget process
- Take ownership of the styling policy, guidelines and any associated documents
- Initiate and develop creative and innovative processes

### **General and Task Management**

- Providing technical support to the business development, estimating and onsite styling teams
- Lead the preparation of technical and contract documentation for issue and analysis of returned tenders
- Assisting projects with value styling and financial control of contracts during construction stage
- Develop planning and prioritise processes to ensure that multi-disciplinary resource is well aligned to maximise delivery of projects
- Ensure any new equipment or styling activity is supported with appropriate qualification documentation and that this is appropriately stored. Ensure up to date drawings and concepts are maintained appropriately
- Coordinate with manufacturing, research and engineering to ensure manufacturability of concept design while maintaining quality, safety and environmental standards and achieving cost targets in a timely fashion
- Support project management and cross functional activity required for project execution
- Operate a process for safe selection of external contractors. In conjunction with the Head of Purchasing ensure all external contracts are regularly reviewed to ensure best value
- Report on Styling activities on a regular basis to the Senior Management team, ensuring accurate and timely reporting of the relevant Key Performance Indicators
- Ensure that Environmental, Health and Safety and quality standards and procedures are adhered to
- Establish quality and reliability standards by studying industry benchmarks and the requirements of customers and research/design and development, and define the metrics required to assess performance against standards required

### **People Management**

- Provide leadership to departments under control and coach, mentor and develop direct reports and manage a high performing team that delivers continuous improvement, added value and cost reductions
- Set department objectives and monitor ongoing progress and performance

- Ensure strong communication between teams under leadership to facilitate exchange of information and in order to implement change and improvements
- Ensure that the function operates in accordance with any health, safety and environmental policies and procedures to ensure the safety and wellbeing of staff and visitors
- Responsible for developing the appropriate organisational structure, resource plans and culture to support the business objectives and customer deliverables
- Provide leadership, coordination and coaching to the team, ensuring they are trained enabling them to achieve the operational and financial metrics within their areas of responsibility and succeed in their roles
- Complete regular performance reviews, manage attendance, holidays, disciplinary issues and procedures as appropriate
- Establish strategy and best practices for staff to ensure achievement of overall business objectives. Work with the Styling team to translate site strategy into specific annual performance goals and departmental objectives. including KPIs, and to track them

#### **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**

- Develop and maintain strong relationships with internal and external stakeholders to ensure optimal performance
- Develop and maintain relationships with senior level Industry counterparts (Chief Stylist level and above)
- Work with the rest of the leadership team to decide which styling projects are the highest priority against the business targets and which can be executed with the available resource
- Work collaboratively, negotiate and engage with key stakeholders to facilitate delivery and compliance with the styling strategy
- Communicate with stakeholders the impact of market and technology change and potential effects on styling. Recommend solutions without compromising quality or service while optimising cost
- Contribute to new business initiatives and projects and review and communicate the impact on styling activities
- Appraise and interpret client requirements to ensure that technical, legislative and commercial aspects are delivered on each project
- Liaise and coordinate with clients, members of the styling team and contractors on technical and commercial issues
- Leverage appropriate external contract resource as required to support projects and programmes and ensure that all required compliance projects are completed in line with regulatory expectations and that the top priority business projects are executed

### **Self Management**

- 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
- Self motivated and able to work well under pressure

### **Environmental**

- Review environmental strategies that impact on future ways of operating and ensure implementation where possible
- Review the use of technological systems that support a more environmentally friendly approach
- Review opportunities to be as environmentally friendly as possible

### **Skills and Attributes:**

- Proven leadership and management 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 communication, interpersonal and influencing skills
- 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
- Technical mindset
- An appreciation of and an ability to positively resolve issues arising from different cultures

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

- Educated to degree level (preferably Masters) in a relevant commercial or engineering discipline or equivalent NVQ Level 7 qualification.
- Preferably a Fellow or Chartered member of a industry related professional body
- Demonstrable experience of leading a styling function with a proven track record in strategic styling leadership delivering effective styling strategies, policies, processes and systems
- Ability to add value, reduce costs and make business improvements
- Proven project management and supplier experience
- Experience of operating and influencing at a strategic level
- Knowledge and technical understanding of automotive processes, components and design techniques

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

- Styling VP
- Styling Director
- Styling Manager (where they are the most senior person in the UK business)