

BRITISH FASHION COUNCIL

Job Title: Head of Creative

Department: Brand and Creative

Reports to: CMO

Direct Line Reports: Project Manager

Location: Hybrid. Our office is currently based at: Soho Works 180 Strand, Temple, London, WC2R 1EA

Type: Full time. 3 working days in the office. Standard company working hours are 09.30 to 17.30, flexibility and non-standard hours are required during events.

ABOUT THE BFC

The British Fashion Council (BFC) is a not-for-profit organisation dedicated to enabling the growth and global influence of British fashion. By convening the industry, investing in talent and delivering world-class cultural platforms, the BFC supports designers to build sustainable businesses while championing innovation, diversity and responsible practice. As a membership-led organisation, it fosters collaboration across creative, commercial and institutional partners to shape a more resilient and internationally competitive fashion sector. The BFC is supported by industry patrons, commercial partners and government funding.

The BFC is committed to being an Equal Opportunities Employer. Diversity, Equality and Inclusion. They're more than just words. We are inclusive. We celebrate and champion multiple approaches and points of view. We believe diversity drives innovation. So together we're building a culture where difference is valued. Our commitment to inclusion drives us forward every day internally and externally. Everyone is welcome, as an inclusive workplace the BFC encourages our employees to bring their true self to work and we commit to develop your skills and advance your careers in a culture of creativity.

BFC ETHOS AND VALUES:

The British Fashion Council exists to support, defend and promote British fashion globally. Through the delivery of *BFC Strategy 2030: Access, Creativity, Growth*, we are focused on strengthening the long-term cultural and commercial resilience of the industry.

We believe meaningful impact comes from collaboration, clear purpose and a commitment to excellence. Working as one team, we prioritise initiatives that create real opportunity for designers, build strong partnerships and expand the global influence of British fashion.

At the BFC, we are committed to an inclusive, high-performance culture where talent can grow, ideas are shared openly, and innovation is supported by practical action. Our ambition is to create the conditions that enable creativity to thrive alongside sustainable business success.

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THE ROLE

We are looking for an experienced and visionary Head of Creative to lead the British Fashion Council's creative direction across platforms, programmes and communications. This role will play a central part in shaping how the BFC presents itself to the industry and the world, ensuring a confident, contemporary and culturally relevant expression of our ambition.

Working closely with senior leadership and cross-functional teams, the Head of Creative will drive the development and delivery of creative strategy, oversee brand consistency and lead the execution of high-impact campaigns, content and experiences. The role will be instrumental in supporting the rollout of *BFC Strategy 2030: Access, Creativity, Growth* by translating strategic priorities into compelling creative outputs that strengthen engagement, reputation and influence.

This is an exciting opportunity for a creative leader who is passionate about culture, storytelling and design, and who is motivated to shape the future positioning of British fashion on a global stage.

Responsibilities

- Lead the overall creative vision and direction of the BFC across brand, campaigns and platforms
- Develop and maintain a clear and consistent visual and narrative identity aligned to strategic priorities
- Oversee creative development and delivery for the BFC including key initiatives and campaigns including London Fashion Week and The Fashion Awards
- Work collaboratively across the business on creative strategy, specifically brand partnerships and digital ideation
- Sit as a part of an internal pitch team and ideation team as needed
- Oversee creative delivery across social, digital, events and owned platforms to ensure cohesive storytelling, high-quality execution and strong audience engagement
- Manage creative agencies, production partners and freelance talent to ensure high-quality execution across all touch points
- Collaborate with communications, partnerships and programme teams to translate objectives into impactful creative outputs
- Champion innovation in formats, storytelling and audience engagement
- Establish creative processes and sign-off frameworks to ensure efficiency and consistency
- Support the organisation's brand refresh and ongoing evolution of creative positioning, roll out of new brand book and ensuring excellence and consistency of brand

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Skills & Experience

Essential

- Significant experience in a senior creative leadership role within fashion, culture, media or a brand-led organisation
- Proven ability to develop and deliver compelling creative strategy across campaigns, platforms and live experiences and with brand partners
- Strong track record of leading brand identity, visual direction and integrated storytelling
- Experience managing creative teams, agencies and production partners to deliver high-quality work at pace
- Ability to translate organisational strategy into clear creative direction and outputs
- Experience overseeing multi-channel creative execution across social, digital, content and events
- Strong stakeholder management skills with the confidence to influence senior leadership and partners
- Excellent communication and presentation skills
- Ability to manage multiple priorities and maintain creative excellence in a fast-paced environment
- Deep understanding of contemporary culture, audience engagement and creative trends

Desirable

- Experience working within the creative industries or fashion industry, delivering fashion-related platforms or campaigns
- International campaign or cultural platform experience
- Experience supporting brand transformation or repositioning initiatives
- Understanding of commercial partnerships and how creative supports value creation
- Familiarity with digital product, platform or user experience design
- Experience working in membership organisations, cultural institutions or not-for-profit environments
- Knowledge of sustainability, circularity or responsible fashion narratives

Key Relationships

- CEO and Senior Leadership Team
- Communications, Partnerships and Programme leads
- External creative agencies, production partners and suppliers
- Designers, cultural partners and industry stakeholders

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Role Progression

This role offers the opportunity to shape the long-term creative positioning of the BFC and contribute to the strategic growth of the organisation. With strong performance, progression may include expanded leadership responsibility across brand strategy, cultural platforms and international creative direction.