

Brand Systems Design Lead

The Brand Systems Design Lead is responsible for building, evolving, and maintaining NZR's brand systems across competitions, teams, and platforms. This role ensures brand consistency, clarity, and scalability, translating brand strategy into practical, usable design frameworks that empower teams to deliver high quality, efficient work.

Reporting to the Creative Director - Brand, you will focus on brand architecture, systems, templates, and guidelines, working closely with the Digital Design Lead to ensure brand systems are expressed effectively across all digital channels.

This role is system-led, with a strong emphasis on leveraging AI and technology to streamline workflows, governance, and support the long-term health and scalability of the brand.

 Location	 Team	 Leader	 Employment Type	 Direct Reports	 Span of Control
Wellington or Auckland	Brand & Marketing	Creative Director - Brand	Permanent / Full Time	Nil	Nil
Key Stakeholder Groups Internal: NZR staff External: Commercial Partners, Provincial Unions, Super Rugby Teams, Agencies / Suppliers					

What You Do

Brand Systems and Design

- Develop, design and maintain NZR brand systems across competitions, teams, and initiatives.
- Develop scalable visual systems, including typography, colour, layout, iconography, and asset frameworks.
- Ensure brand systems function cohesively across digital, print, broadcast, and experiential environments.
- Integrate AI and other technologies into workflows to improve consistency and efficiency.
- Create and maintain brand templates, toolkits and resources that empower teams to work efficiently, while maintaining brand integrity.

Brand Governance and Guidelines

- Implement and uphold agreed brand direction across NZR brands, ensuring alignment with broader brand strategy.
- Establish and manage brand management systems, leveraging AI and technology to streamline workflows and maintain consistency.

- Maintain clear, up-to-date brand guidelines, ensuring they are clear, current, and easy to apply.
- Educate internal teams and external partners on correct brand usage, providing guidance and best practice support.
Act as the guardian of brand consistency while enabling appropriate flexibility to support creative and operational needs.

Collaboration and Integration

- Work closely with the Digital Design Lead to ensure brand systems translate seamlessly into digital execution.
- Partner with the Marketing, Content, and Communications teams to support brand-led outcomes.
- Liaise with external agencies to ensure alignment with NZR brand systems, providing guidance and oversight to uphold standards.

Continuous Improvement

- Continuously review and refine brand systems based on real-world usage and feedback.
- Stay up to date with best practice in brand design, systems thinking, and design operations.
- Support the evolution of NZR's brand architecture as competitions, partnerships, and audiences evolve.

Stakeholder Management

- Build and maintain strong relationships with internal teams to support effective brand adoption and consistent application.
- Provide clear guidance and constructive feedback to reinforce the value and impact of the design function.
- Support the Creative Director – Brand with brand-related decision making as required.

General

- Contribute as a member of the NZR Brand & Marketing team
- Undertake other tasks as required to meet team or organisational objectives
- Represent NZR's Brand & Marketing team both within NZR and when interacting with external partners and stakeholders

What You Bring

Key experience and skills include:

- Highly competent with various design software including Adobe Creative Cloud, Illustrator, InDesign, Photoshop (retouching, clear-cutting) and the Microsoft Office suite.
- 4-5 years creative experience in a brand design role.
- Experience in designing for web.
- Excellent communication, both verbal and written, with the ability to influence and guide teams.
- Skilled in implementing AI and other technology to streamline workflows and improve design efficiency.
- Excellent attention to detail.



- Strong interpersonal and relationship skills to collaborate effectively across teams and stakeholders.
 - Relevant design qualification.
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