

Senior Creative Designer

Job description

magpie

We are Magpie

Magpie is a meaningful marketing agency with expertise in good cause campaigns and behaviour change.

We choose to work with organisations that want to deliver social good and leave a lasting positive impact. With clients including NHS, Public Health England, hospitals, local authorities, British Heart Foundation and Mind, our mission is healthier and happier communities; one person, one campaign at a time.

We are in a strong position, with 12 years of behaviour change interventions under our belts and ambitious plans for the future. As recovery from the pandemic begins, the world needs us more than ever to encourage positive behaviours and deliver lasting change. Now is the time to join our agency for the good of our clients and the communities we work in.

Our purpose is to help create healthier and happier communities; one person, one campaign at a time. We call this The Great Campaign.

Inspirers, motivators, strategic thinkers, creative activists, communicators, collaborators, socially engaged, ethical, problem solvers, proactive, tenacious, experts.

We are driven by purpose and have a plan. Positive energy and social good emits from within and is felt across the team. We work as one, to succeed together and to respect the expertise each of us brings. We step up and keep going until the job is done, whatever it takes. This is what our clients and communities deserve.

Join us, a passionate agency of change-makers, to deliver campaigns for good.

Magpie is committed to promoting a diverse and inclusive environment and is proud to be an equal opportunities employer - a place where we can ALL be ourselves and succeed on merit.

Senior Creative Designer

Payscale £33-£38k per annum

Your job to do

A senior creative designer at Magpie is an excellent all-round creative person who is passionate about using their design skills and creative thinking for social good. We need someone who is able flex their skills as and when required and can ideally dabble in everything from concept creation, web design, branding, illustration, social, animation and print.

Your job will be to take our valuable insight and translate it into amazing creative ideas. You will lead on creating original, highly creative design solutions across a broad range of creative projects and campaigns that create impact and support positive behaviour change to create healthier happier communities.

Main duties and responsibilities

- Lead on the design of end-to-end campaign creative for a range of different behaviour change campaigns and creative projects. You will draw on insight and campaign strategy to understand audiences, generate ideas and create engaging visual communications that will create positive behaviour change in line with our clients' needs.
- Represent the creative team for the generation and implementation of innovative and creative ideas for new and existing clients via brainstorms, sketching sessions or other internal and client meetings
- Set the standard and provide outstanding design work that meets the brief, is on budget and delivered within strict deadlines.
- Produce artwork to aid campaign roll out and for smaller scale projects and adhering to brand guidelines whenever necessary.
- Commission and co-ordinate external suppliers such as printers, photographers and videographers when required

Reports to Creative Director

- Provide expertise and advice to the Magpie team on all aspects of design and creative.
- Manage members of the creative team

As a senior creative designer you are...

- A brilliant team player who can collaborate and contribute to discussions and speak up. You are happy to work independently under management as opposed to supervision.
- Used to line managing or mentoring other creatives and are able to support others in the team, give feedback, one-to-ones, appraisals and manage conflict
- Confident in all stages of the creative process from briefing and concept creation through to delivery and implementation. You are able to meet tight deadlines and remain calm under pressure.
- Able to communicate with clients and colleagues and express complex and technical ideas in plain English to a variety of audiences. You are confident talking to clients and presenting ideas and creative to clients and colleagues in meetings.
- Able to analyse and interpret insight, research and data and come up with innovate creative solutions solve communications problems.
- Able to take a lead on creative campaigns and used to art-directing photographers, animators, videographers and other designers.
- Proactive and use initiative when problem solving. You are able to go above

and beyond the brief if you believe it will add value.

- Receptive to professional feedback and be willing to be directed when necessary.
- Able to design with the audience in mind and are obsessed with the details and focused on quality output.
- Highly organised, with strong time management and planning skills. You need to be able to thrive in a fast-paced environment. You maintain good housekeeping around digital files and assets.
- Able to work across a variety of different formats and outputs for both print, social and the web.
- Genuinely passionate about all things design. You are motivated to work across all Magpies clients and about using your skills in creative design to make a difference in the communities we live in.
- Committed to Magpies' values to inspire; excite; engage; collaborate; persist and believe. Be willing to work evenings and weekends when required.

Essential skills & experience

- 5+ years agency experience and/or a Portfolio to match.
- Be educated to degree level or an equivalent qualification in design and/or have an outstanding creative portfolio demonstrating experience across a range of creative disciplines
- Strong knowledge of **Adobe software** in particular **Illustrator, Photoshop, After Effects, In Design and XD.**
- Experience in designing for the web and understanding of basic UX practice in web design.
- Experience in producing animations for social and the web.
- Knowledge of best practices in accessibility for the web and print.

Beneficial skills

- Demonstratable skills in photography
- Demonstratable skills in video editing
- Knowledge of Powerpoint & Keynote
- Basic understanding of HTML and CSS
- Social media

General responsibilities

Positively promote Magpie through our channels; contributing content and monitoring our social media and website content.

Represent Magpie at external events, when required, and to represent the business and its clients at all times in a professional and knowledgeable manner.

Stay abreast of current issues facing our clients and campaigns and proactively join in the conversation, contributing to discussion on these topics.

Deliver a great client experience, using every customer touchpoint as an opportunity to deliver Magpie's values.

Adhere to relevant external legislation and compliance, and internal policies.

Continually develop your understanding of behaviour science and engage in training to enhance the Magpie 6 for gold behaviour change approach.

Participate in the annual performance appraisal process and show a commitment to learning and personal development, striving to make your best better.

Undertake other duties not specifically stated above, which from time to time are necessary for the effective performance of the business without altering the nature or level of responsibility involved.

You are a Great Campaigner

You are responsible for delivering the Great Campaign for clients, delivering work in response to the campaign strategy and providing real expertise in campaign design that truly creates impact.

You take initiative

You never wait for the perfect brief or overlook the potential within each project. Every day, you aim to be part of the solution to the world's greatest challenges.

You create impact

You see success as the sum of small actions you take.

You establish momentum

Change doesn't come overnight. Each day, you pay attention to the small details.

You are driven by purpose

Positive energy and social good emits from within and is felt across the team you work with. Your only agenda is to work as one within the team, to succeed together and to respect the expertise each of us brings.

You step up

You get the job done, whatever it takes. Our clients, the communities you serve, and their campaigns always come first.

Life at Magpie

At Magpie, you won't find big egos, just big ambitions. We're a friendly and talented team, dedicated to making positive change.

Here are some of the things you can expect from joining us...

Profit share - Our employees each get a share of our profits. Every year we distribute a sixth of our profit equally amongst the team. The more impact we make, the more we are rewarded.

Vision days - Every year we host a 'vision day' where the whole team inputs into our plan for the year ahead. These days also give us a chance to pause, reflect and celebrate the great things we have achieved together.

Investment in you - We invest significantly on training, development and rewards. Our mentors are selected because of their specialist skills — some have even worked with Olympic gold medalists.

Flexible working - A good work-life balance is important, so we support flexible working and all of our work is cloud-based for effective remote working. We are all currently working at home and in the future we will have a blended approach to working at home and in our studio at Munro House.

Supporting causes - We featured in Just Giving's top 5% of fundraisers. We're proud to have supported some great projects and causes over the years and even offer our team a day of paid volunteering a year.

Your Great Campaign - Every team member has a Professional Development Plan which roadmaps their progression and helps them achieve their personal goals.

Our culture - We always do what it takes to achieve impact whilst protecting each others' wellbeing. We are stimulated and challenged whilst always feeling supported.

To apply

Closing date **Wednesday 30th June**. We will be conducting rolling interviews as we need the position filling as soon as possible. Please send your CV with accompanying portfolio (or website link) to

Rose Mountague
Creative Director
rose@wearemagpie.com

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