



# **Middleweight Creative Designer**

Recruitment Pack



# We are Magpie.

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

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, the Met Office 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.

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.



# Middleweight Creative Designer

**Pay scale:** £25-£30k per annum (depending upon experience)

**Report to:** Creative Design Lead

**Status:** Full time. Hybrid working and flexible hours from home and our Leeds city centre studio. This is not a fully remote role.

## Your job to do

A creative designer is an excellent all-round creative who can flex their skills as and when required. From coming up with amazing ideas to working out how to execute them and bring them to life you will create original, highly creative design solutions across a broad range of creative projects and campaigns ranging from web design, brand development, social, animation and print ensuring that your work creates impact and supports positive behaviour change. With a strong background in motion design you'll bring projects to life using animation. Working on short and long-form animation and video such as social media content, explainer and campaign videos and animated brand idents.

## Main duties and responsibilities

- Design full 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.
- Lead on and champion motion design across all creative projects. Think motion first, how can it be incorporated into all the work we do?
- Represent the creative team for the generation and implementation of innovative and creative ideas for new and existing clients via brainstorming, 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 support campaign roll out and for smaller scale projects and adhering to brand guidelines whenever necessary.
- Support with the commission and co-ordination of external suppliers such as printers, photographers and videographers when required.
- Provide expertise and advice to the Magpie team on all aspects of design and creative.

# Person Specification

- 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.
- Have a deep understanding of the animation process, working with the rest of the creative team to take design concepts through to final design, this includes creation of animations for both internal communications and external clients.
- 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.
- 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 maintain good housekeeping around digital files and assets.
- Able to work across a variety of different formats and outputs for both print and digital.
- 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.

## **Essential skills & experience**

- Suitable agency experience and/or a portfolio to match.
- A strong background in 2D motion design.
- 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 – including branding, web design, social, motion design and print.
- Fluency in Adobe After Effects and Premiere Pro.
- Experience in producing animations and video for social and web as well as long-form content.
- Have a deep understanding of the animation process, from storyboard to final animation.
- Strong knowledge of Adobe software in particular Illustrator, Photoshop, InDesign and XD.
- Experience in designing for the web and understanding of basic UX practice in web design.
- Knowledge of best practices in accessibility for the web and print.

## **Beneficial skills**

- Demonstrable skills in photography
- Demonstrable skills in videography
- Knowledge of Powerpoint & Keynote
- Basic understanding of HTML and CSS
- Social media
- Experience using third party plugins for After Effects

## **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 for the world we live in. 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 profit share. The more impact we make, the more we are rewarded.

**Investment in you** – We invest significantly on training, development, and rewards. We run our own University of Magpie to develop your specialist creative behaviour change skills with internal and external experts. Every team member has a professional development plan which roadmaps their progression and helps them achieve their personal goals.

**Flexible working** – A good work-life balance is important, we are advocates of flexible working, and all our work is cloud-based for effective remote working. We have a blended approach to working at home, in our studio at Munro House and out in the communities where our campaigns need us.

**Birthday off work** – Because no one should have to work on their birthday! If your birthday falls on a non-working day, you get the next working day off.

**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. All our team get the gift of giving for their birthday and we donate to each person's favourite charity or cause as a birthday treat.

**Health and wellbeing ambassadors** – Our in-house ambassadors gain and provide access to training, signpost to support and listen to you so we can improve our working culture.

**Staff activities and socials** – From canal boat trips to neon light making classes, we look for regular opportunities to get social together as a team.

**Vision days** – We host reflection and planning days where the whole team inputs into our future plans. In 2022 this was an overnight festival style event we call 'GoodStock'.

**Christmas and New Year shut down** – We close down and rest between every Christmas and New Year with time off in addition to bookable annual leave.

**Our culture** – We always do what it takes to achieve impact whilst protecting each other's wellbeing. We are stimulated and challenged whilst always feeling supported.

**Enhanced pension scheme** – All team members receive above statutory pension employer contribution.

**Dog friendly office** – We welcome well behaved dogs into our studio space!

# Interested?

Send a cover letter of no more than 500 words explaining ***what you'd bring to the role***, your ***portfolio*** and ***how you found out about this role***, along with your CV to **[impact@wearemagpie.com](mailto:impact@wearemagpie.com)** title your email 'Middleweight Creative Designer'.

**Application deadline: Sunday 02 July 2023**

For an informal conversation about the role please contact: Will Hodgson (Creative Design Lead) [will@wearemagpie.com](mailto:will@wearemagpie.com)

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.