

## Role overview:

# Creative

Reporting to: Creative Director

Salary & Benefits: £Neg per annum (Based upon skill and experience)

25 days holiday per annum + discretionary birthday off

£250/a quarter bonus opportunity as part of earn-as-you-learn scheme

## Role summary

As part of the creative team your role will require you to develop visual identities, print materials, user interfaces, design and marketing concepts, both on and offline, for a diverse range of projects and clients. Working with the Creative Manager, Studio Manager and the Creative Director you will be expected to manage your workflow within given deadlines, oversee production and be responsible for the timely delivery of completed projects.

You are an evangelist, you live, eat and sleep all things creative and design, both on and offline, and will be pro-active in keeping your skill-set current.

## Core responsibilities

- » Exploring and developing design and creative solutions which answer client briefs.
- » Design and prepare assets to the highest specification ready for print and/or digital development.
- » Respond to team and client feedback by continually developing and enhancing creative work.
- » Explore and define creative advertising and marketing concepts alongside other art directors and creative copywriters.
- » Keeping our agency team inspired.
- » Continual improvement. Contributing to a culture of inspiration and excellence.
- » Understanding embracing, and exemplifying the agency vision and values.
- » To consistently deliver high-quality services and creative to clients.
- » To be a clear and confident advocate and ambassador of the agency brand and vision, grasping ownership and sharing the vision for growing the business.
- » Ensure that all projects comply with the agency quality assurance policies.
- » Working closely with other team members, directors and clients ensuring projects are completed on time/budget and to the specification.

Please contact:

**Anthony Jones**

**Creative Director**

**Upp B2B**

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**18th Floor, Blue Tower, MediaCityUK,  
Manchester M50 2ST**

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## Experience

- » Experience of working to defined internal processes and procedures.
- » Experience in both a creative concepting capacity and a hands-on design capacity.
- » Knowledge of current and emerging best practices e.g. accessibility standards, responsive interfaces, user experience.
- » Experience of operating in a similar role in a commercial environment.

## Essential skills

- » Excellent all round communication skills (verbal and written).
- » Ability to articulate your work in an engaging way directly to clients.
- » Excellent project and time management skills.
- » Ability to think creatively, commercially and strategically.
- » Ability to create solutions on the computer or with markers and a layout pad.
- » Ability to work on your own or in a team.
- » Ability to work to tight deadlines with flexibility in working hours to cater for unplanned workflows or emergency situations.
- » Ability to multi-task.
- » Calculate, provide and assess accurate timing estimates to complete any requested work.
- » Art Direction of others who are responsible for developing your work.
- » Ability to develop creative ideas and make them work both on and offline, from inception to completion.
- » Proficiency in the Adobe suite of applications, most importantly Photoshop, Illustrator and InDesign.

## Desirable skills

- » Basic Video Editing using Adobe Premier and/or Adobe After Effects.
- » Motion Graphics using Adobe After Effects and/or Maxon Cinema 4D.
- » User Experience Design, User-centred Design / UI design, Information Architecture / Interface design / Wireframing.

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