

Job Title: Senior Creative Director
Department: Comms Division
Based: Hartlebury
Reporting to: Director of Comms – Creative, Campaign, Design

REMUNERATION

Agreed as per contract of employment.

Bonus & pension contribution scheme as outlined in your contract of employment.

PURPOSE

The role of the Creative Director is to lead the creative responses provided by the group to their clients for specific proposals, pitches and projects. These creative communication solutions include live events, experiential, marketing and advertising campaigns, social, video, film, digital and print for both internal and external audiences.

PRINCIPLE DUTIES

COMMUNICATION / GENERAL ATTRIBUTES

- Lead in the development of deliverable creative ideas and concepts.
- Lead and actively contribute to creative brainstorm sessions.
- Work with the account teams, creative teams, producers and copywriters to develop concepts and support in the development and production of proposals; activities including writing and presenting cohesive and persuasive rationales for campaign approaches.
- Researching creative concepts and collating relevant information to help the development of an idea or concept.
- Creation of proposals and client pitching of presentations.
- Liaise with various DRPG departments and suppliers to determine their contribution to a proposal, pitch or live project and schedule the requirements alongside the account or pitch team.
- Delivering strategic communication solutions that help our clients attain their marketing and communications objectives – maximising the spend within their budget.
- Collaborating and contributing to the creative process as a leader within the company's creative function.

- Provide the highest level of communication to internal and external clients, both verbally and written.
- Provide a flexible and adaptable approach to work, moulding to and influencing client ways of working. Supporting internal teams / personnel in delivering.
- Logical and methodical approach to work, with a high level of attention to detail, and delivery to timelines respecting colleagues and their time.
- Ensuring that the creative function operates in an efficient, profitable manner – demonstrating sound commercial awareness.
- Ensuring that our creative product remains leading edge and ahead of our competition.
- Ensuring that our high quality of creative and production is upheld, maintaining consistently high standards for him/herself and others on the team.

This list is not exhaustive, and you will be expected to work flexibly and undertake other such duties as the management may from time to time reasonably require.

SUPPORT OF DRPG TEAM & PROJECT SPECIFIC ACTIVITIES

- Work alongside the Campaign Account and Production teams to identify the support required for each project, offering guidance and support in delivery, sharing knowledge about the campaign and ways of working that will help them to deliver to the standard required.
- Work with Account / Project Managers in the delivery of all channel related projects, supporting them through each step of the processes, as required within the role of creative and ensuring we do not duplicate roles, by agreeing ways of working, scope of roles at the start of each project or response.
- Actively get involved / resource the delivery of projects where suitable and in agreement with line director and project team.
- Ensure any risk or project issues are escalated to the Director.

CONTRACT COMPLIANCE, CONSISTENCY & GOVERNANCE FOR CLIENT ACCOUNTS

- Work with the Account Director to deliver compliance in line with client's contracts and campaign service level agreements (SLA).
- Ensure internal and external brand compliance. Keeping up to date with resources and changes.

EXPERIENCE

- Must have at least 8 years' experience in Marketing and Communications industry.
- Must possess a thorough understanding of corporate communications and delivery systems, processes, and industry best practices.
- A strong working knowledge of marketing strategy and campaigns to internal and external audiences, including all activation channels, advertising, DM, social, events, experiential, video, print and digital channels.
- Ability to lead creative projects from concept to completion.
- Ability to make evaluative judgments both in delivery and commerciality.
- Ability to communicate effectively, both orally and in writing.
- Ability to potentially supervise and train team members, to include organising, prioritising, and scheduling work assignments as required.
- Experience of working for blue chip corporate organisations.

SKILLS

- Strong listening and understanding skills.
- Great creative thinker and problem solver.
- Effective verbal and written communication skills.
- Ability to work under pressure on multiple projects and meet deadlines.
- Willing to work outside normal office hours when required.
- Must be computer literate. Competent at using Word, PowerPoint & Keynote.
- To have a good understanding of client and brand management.
- To have a good understanding of Comms and integrated campaigns.
- To work well independently and as part of a team with an adaptable approach to work.

CHARACTERISTICS

- Willingness to learn new skills and develop existing ones.
- High attention to detail and understanding of objectives.
- Focused on consistently providing high service levels.
- Positive attitude towards challenging situations and multi-tasking.
- Time management skills to ensure the task is completed on time.
- Self-motivated with the ability to work individually and as part of a wider team.
- Must be committed to making 'anything possible' with a 'can do' attitude.
- Complete passion & commitment to achieving excellent results.

- Excellent interpersonal skills.

OTHER REQUIREMENTS

- Able to travel throughout the UK and overseas if required.
- Driving licence.
- Willing to work outside normal office hours when required.
- Full colour vision.

FURTHER NOTES

The role will be based primarily in our Worcestershire head office. There will be times when this role will require you to work from the company's other offices or attend offsite meetings. You will be expected to work flexibly and undertake other related commercial duties both in the UK and overseas as the company may from time to time reasonably require.

At all times, you must work within the guidelines set out in **DRPG's** Health & Safety Policy and Employee Manual.

The Company

Established in 1980, we're one of Europe's most experienced and largest, fully integrated, award winning communications agencies. From the strategic communication consultancy, to our complete in-house production facilities for digital media, video, events & print, we deliver to companies of all sizes that span a wide range of markets.

The drpgroup is an equal opportunities employer.