

Effective digital marketing.



HEAD OF CREATIVE

Creative Manager (UK)

JOB DESCRIPTION

Title: Creative Manager (Leading to Head of Creative)

Salary: £35,000 - £45,000 pa

Location: London, UK with occasional international travel

The role

As Creative Manager (leading to Head of Creative) your role will be to establish a creative framework via which each individual digital marketer can successfully execute content marketing campaigns.

The future of our company is very much dependent of our ability to create challenging, successful and diverse content marketing, from simple long form content to more in-depth, omni-channel experiences.

In the role's early stages you'll be required to improve the robustness of our existing creative process, consumer research and creative planning for each of our clients. Via a process of innovation, new medium research, internal evangelising, prototyping and hiring a full creative team you will grow Builtvisible's creative revenues.

RESPONSIBLE TO: Chief technology officer

RESPONSIBLE FOR: Front End Developers (2)
Graphic Designer (1)

PEER GROUP: Agency Manager, Head of SEO

Responsible for:

1. Facilitating creative planning sessions for each new and existing account (client kick off meetings, 6 monthly reviews)
2. Using your team's and your own multi-disciplinary skills to design and develop content prototypes as proof of concepts for later development
3. Contribute to and attend sales pitches
4. Work on Builtvisible's own marketing including live portfolio, case studies and award entries
5. Take an active role in client relationships with a responsibility for performance and revenue generated from their creative investment
6. Champion new forms of digital media and evangelise internally and externally
7. Internal staff awareness of web technologies and their applications, internal training in content strategy and research
8. Managing and scheduling resources for creative work requests including supporting our San Francisco team

Required Skills:

Undergraduate degree in Fine Arts, Design or related field or equivalent visual design and management experience required; graduate degree preferred

At least 4 years agency experience working with creative marketing projects for enterprise brands, ideally (but not necessarily) experience in digital marketing disciplines such as SEO or paid search.

Must possess a thorough understanding of web content and have access to a library of examples of recent work by successful brands and publishers

Knowledge of market research processes, responsive design, graphic / design fundamentals, typography & web technologies such as SVG, JavaScript, CSS3 etc.

A strong working knowledge of experience design, brand development, interactive commerce and creative process

Print and web design capabilities: must know how to work in both media for integrated campaigns

Ability to lead projects from concept to completion.

Apply best practices in user interface and interactive design, including image optimization and site mapping

Experience with software such as Photoshop, Illustrator, InDesign & Flash

Experience with Adobe AfterEffects & video editing (highly desirable)

Ability to recruit and train employees, to include developing how a creative team might exist in a multi-disciplinary team agency environment