



# Job Description.

## Job Title

Senior Designer

## Reports To

The Senior Designer will report to the Deputy Creative Director

## Objective

To create outstanding creative work in line with the client brief and strategy

## Job Overview

As Senior Designer you will produce high quality creative work, coming up with ideas that push the boundaries creatively while also making a positive difference to the client's business. You will work on integrated projects from concept to delivery, and will enjoy sharing your expertise with the wider creative studio.

## Responsibilities and Duties

- Produce best in class quality work that pushes boundaries and answers the brief
- Propose strategic solutions – think about what the client is looking to achieve with a brief, not just what they asking you to do – there may be a better solution
- Challenge and develop briefs with the CST and strategists
- Share insights from previous experience with the studio and use experience to improve studio output
- Attend client meetings to gain understanding of the client's needs and strategy, inputting into the project brief
- Collaborate with client services, content, video and digital teams on integrated projects
- Work closely with the strategists and CST to develop original ideas for creative campaigns
- Ensure the delivery of client projects within agreed timescales

## Deliverables Expected

- A consistently high level of design work that exceeds clients expectations
- Collaboration with members of the creative team and wider MC2
- Make positive changes to the creative team
- Every piece of work is something to be proud of
- Better briefs and better outcomes
- Challenge the status quo

## Qualifications and Expertise

- Minimum of HND in Graphic Design
- At least 5 years agency experience
- Varied work experience, covering branding, concepts, advertising and corporate materials
- Ability to artwork
- Proficient using InDesign, Photoshop, Illustrator, XD and Microsoft Office
- Knowledge of digital requirements and restrictions
- IT and Apple literate

# Job Description.



## **Skills**

- Outstanding creative skills
- Can work independently and as part of a team
- Is able to plan, prioritise and manage a varied workload
- Works well under pressure
- Is able to take through a project from concept through to finished artwork
- Excellent communication skills
- Thorough knowledge of the creative industry
- Is able to challenge the creative brief to achieve the best result for the client
- Proactivity to problem solve and speak to other members of the team for more information
- Excellent presentational skills

## **Training Provided**

Training will be provided through the 'University of Life' training and development programme

## **Scope for Progression**

Head of Design, Deputy Creative Director, Creative Director