



JOB SCOPE

JOB TITLE: Senior Integrated Designer (Print & Digital)
DEPARTMENT: Agency creative team
REPORTING TO: Design Director
DIRECT REPORTS: Integrated designers & Art editors
DOTTED LINE REPORTS:

JOB PURPOSE

- To creatively lead and manage assigned creative projects on a senior level across all business & finance, as well as lifestyle & wellbeing projects.
- Provide an integrated approach and creative vision across print and digital channels.
- Lead the creative for photographic, illustration, moving image and design commissions on projects alongside the picture editor and creative teams.
- To enhance and exceed creative standards across all projects.
- Collaborate closely with creative execution teams, as well work alongside the Design Director.
- Liaise with third party providers, contributors as well as have a sound understanding of financial efficiencies to make projects run smoothly and within budget.
- Must have proven digital experience, as well as a working knowledge of new advances in industry social and digital formats, as well as trending moving image formats.
- Work with the Design Director on an ongoing basis to ensure that the design of all content is of the highest possible standard, enhancing SevenC3's creative reputation within their sectors.
- Work as creative lead on your own projects, as agreed with the Design Director, as well as new business projects and pitches across Seven projects
- Work with the editorial, strategy, digital, account management, picture and subbing teams to create, develop and deliver content of a high standard on time and on budget.
- Ensure that all Seven design working practices and processes are adhered to and followed.
- Keep up to date on industry standards, trends and innovations and continually develop awareness of wider creative and design developments.
- Confidently, articulately and enthusiastically pitch and present ideas and responses to brief to clients at all levels.
- Represent Seven at meetings with client and other agencies as required, developing the client relationship positively on behalf of the company.
- Understand client's business and marketing objectives, talking knowledgeably and confidently to clients about their business/industry.

- Understand client's brand values, ensure the work reflects this and liaise with the client's brand managers to see how far creative can successfully be developed.
- Ability to proactively interrogate briefs that come in from Account Directors as well as clients.
- Make a positive contribution to the team environment (eg: sharing knowledge and experiences, nurture junior members of the team) and take the initiative to make the working environment a better place.
- Plan, commission, brief and direct photo/moving image shoots.
- Recruit, engage and oversee freelance designers where appropriate.
- Manage own time and workload to meet deadlines.
- Involve colleagues in your work, encouraging contributions in brainstorming, asking opinions, invite/seek positive criticism.
- Give regular updates to both the account and creative teams as required.
- Actively contribute to the creative personality of the company.

COMMUNICATION

- Motivate and manage design team.
- Collaborate creatively and productively with the other Creative Departments within the business.
- Liaise externally with clients to make sure their requirements are understood and met.
- Build relationships with clients' other agencies: to ensure work produced by Seven is in line with brand development and also to maintain Seven's status as a creative agency.
- To work with and oversee an allocated designer on designated projects.

COMMISSIONING

- Responsible for commissioning photographers, videographers and illustrators to come up with relevant visual solutions of a high standard artwork that both fulfil the brief and conform to the expectations and standards of the client.
- Responsible (with the picture editor) for negotiating terms with photographers, illustrators, videographers, agencies and photo libraries.
- Able to oversee photographic/moving image shoots, both in studio and on location, to achieve the successful conclusion of the brief.

QUALITY CONTROL AND DEVELOPMENT OF CREATIVE OUTPUT

- To ensure quality standards are maintained and improved on a day-to-day basis.

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- To ensure that all working practices are adhered to and followed.
- Develop and question creative briefs, leading to the development and improvement of the magazine or project.
- To ensure that all design recommendations are implemented.
- To work with the Account Director and Editorial Director on an appropriate design and content sign-off procedure across all projects.

OTHER

- To adhere to and promote Seven's sustainability objectives.
- Any other ad hoc duties that may be assigned by the Design Director.

SKILLS AND EXPERIENCE

- Relevant work experience at senior level in a creative content media environment.
- Experience in both customer and consumer content is advantageous.
- Creative and innovative with a proven flair for design.
- Ability to understand target groups and briefs in order to develop relevant creative concepts.
- Excellent organisational and communication skills.
- Must possess experience of building strong working relationships with clients and senior internal staff, and nurturing junior members of the team.
- Willingness and ability to flourish within an integrated team environment.
- Able to work significantly well under pressure without compromising the standard of creative work.
- Ability to stay focused in a fast-paced, results-driven environment and to work consistently and efficiently within a busy team under tight deadlines.
- Ability to troubleshoot and think on your feet
- Experience in providing creative content for digital media is desirable.

TECHNICAL REQUIREMENTS

- Fluent in Adobe Creative Suite (InDesign, Photoshop, Keynote, Illustrator etc).
- Experience of Adobe Premier, Cinema4D would be of benefit
- A working understanding of digital software as digital CSS systems, as well as an understanding of user experience to help create artwork that is suitable for output
- Expert knowledge of print, repro and production process, as well as digital output knowledge, with a full understanding of digital social output across channels.

- Basic knowledge of Microsoft Office & Powerpoint.
- Working experience using Keynote, and investigating it's capabilities in creating outstanding presentations

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