

POSITION VACANT

Creative [advertising and strategy].

Job type: Junior or Mid-weight Creative
[advertising and strategy]

Salary: £21,000 - £28,000 [dependent on experience]

Location: Lincoln, Lincolnshire

Team: Delivery team

Reporting to: Senior Creative

Closing date for applications: 5pm on Friday 15th October 2021

Overview:

Social Change UK is on the search for a creative thinker – someone who is going to help us use research and insights generated by our research team and come up with the next big idea or campaign that is going to change attitudes and behaviours for the better.

You will work on briefs for advertising and campaigns to encourage people to buy social responsible products, change their behaviour (for example to wear a condom or stop smoking), give to charitable causes or even effect social change (for example, reducing the use of single use plastic).

You will be a part of the creative team, responsible for generating attention-grabbing ideas that will move and motivate people. You will be responsible for developing conceptual campaigns that will be turned into designed and developed products that will lead to attitudinal and/or behaviour change. You will need to be strategic in your thinking, and know how to take behavioural insights and use them to generate ideas.

Roles and responsibilities:

- Think up, develop and produce inspiring and effective advertising campaigns for clients, and help deliver through appropriate and exciting media channels and platforms, creating ideas that can be used across various platforms to support campaigns
- Responsible for understanding basic client marketing problems and developing relevant creative ideas and concepts to solve the problem and to meet the brief. This includes working with our clients to develop a strong understanding of client requirements and objectives
- Responsible for taking the creative brief from the account manager and/or researcher and asking intelligent questions to better understand the client's requirements or the target audience (for example, about the audience motivations).
- Articulating and presenting their creative ideas to the Senior Creative and also other senior members of the team.
- Presenting creative ideas to the clients as required.
- Developing creative presentations and mood boards to help bring their ideas to life and tell stories.
- Assisting the senior creative on new business pitches/ ideas
- Amending and redeveloping ideas after feedback
- Working with specialist producers and external partners – such as photographers, videographers etc
- Collaborating with wider team, suppliers and other agencies such as media agencies
- Attending external locations in order to assist with the creative aspects of production and attending edits and post-production sessions in order to oversee completion of the production.
- Maintaining awareness of creative work done by others, and market/ tech developments and cultural trends in relation to the accounts being worked on to ensure campaigns are unique, always staying one step ahead by researching current advertising and marketing trends

- Writing text/stories, creating designs and layouts all of which combined bring an idea to life in different mediums, understanding the basics of different mediums
- Managing the pressure of tight deadlines and busy schedules, working on multiple projects simultaneously as required.
- Inspiring other creatives to be expressive and innovative in their ideas
- Executing tasks with the flair and professionalism needed to push the agency and clients in the right direction

Skills and experience required:

Minimum: A degree or equivalent in the creative space. Examples include Creative advertising, innovation, design, copywriting, art direction

A creative team will always need a wide range of design and creative capabilities. These include:

- An impressive conceptual outlook and ability to produce original ideas
- High-level creative thinking and the confidence to use it
- Multiple disciplines embracing the various roles required throughout a project
- The confidence to share and present ideas internally and externally
- Motivation and the desire to execute every job to the highest standard
- The ability to deliver campaigns/ concepts that generate results
- Excellent written and verbal communication skills
- The ability to think laterally and literally
- Tenacious and resilient – consider feedback objectively, bounce back from criticism of their ideas, and continue working on the brief with enthusiasm to find new solutions

- Working well under the pressure of tight budgets and deadlines on multiple projects, while still maintaining rapport with the team and the client
- Good at coming up with ideas to solve problems (and it does not matter if they are introverted or extroverted) under time pressure
- Creatively curious, for example in questions around the brief, new mediums, assessing the competition and bold in their thinking and ideation
- Courageous in putting forward their ideas and challenging others
- Endlessly curious about culture and what makes people tick.

How to apply

Please send your CV and a covering letter to Kelly Hunstone, CEO by 5pm on Friday 15th October 2021. Please set out clearly in your covering letter how you meet the person specification, giving examples where possible. If you have a portfolio or would like to share your creative abilities, please provide links to work or include a PDF with your examples and label clearly.

If you wish to talk to the CEO ahead of making an application, please email or call the office on 01522 775060 and we can arrange a call.

Interview process

Fact-finding call: After you've submitted your CV and covering letter, if we like what we see and want to find out more, we'll arrange a call between you and our CEO. It'll be a chance for both parties to ask more questions and ensure the role is right for you.

First interview: You'll then have a first interview. This can take place in person or virtually (depending on your location and preference) and will be with the Senior Creative and the CEO. It's a chance to find out more, understand your skills and experience, and work out if we'll be a good fit.

Technical task: Following the success of the first interview (and depending on the role), you'll be asked to complete a technical task [you will be given time to complete this] and you may need to present back to a number of people in the team.

Culture interview: The final stage of our recruitment process is a culture interview. This is an open and honest conversation with other people from the team on subjects such as: what it's really like to work at Social Change UK, the various practices and policies, our values, and for our **team to feedback on your suitability for the role.**

