Job description

Job title: Creative Lead

Reports to: Head of Brand and Marketing
Department: Engagement
Directorate: Income and Engagement

Our vision

A future free from arthritis.

Our mission

We won't rest until everyone with arthritis has access to the treatments and support they need to live the life they choose with real hope of a cure in the future.

To deliver our mission we invest in world class research, deliver high quality services and campaign on the issues that matter most to people with arthritis. We have developed an ambitious five-year strategy, complimented by our research strategy to help us achieve our vision and mission.

Our values

We are United, Compassionate, Inclusive and Brave in all that we do.

Income and Engagement (I&E) Directorate

The Income and Engagement directorate drives action across audiences to transform awareness of arthritis, build the charity's profile and develop a strong, active and loyal community of support. The directorate brings together traditional fundraising streams, earned income opportunities and strategic communication planning to maximise engagement with our supporters to deliver on our goal to be a sustainable organisation.

We are responsible for brand, marketing, communications and content together with targeted income propositions. Alongside putting people with arthritis at the centre of our work, we use insight, evidence and a test and learn approach to create and refine everything we do. We are fortunate that 80% of our supporters are made up of people living with arthritis. We inspire and motivate people and partnerships to get us nearer to our shared vision of a future free from arthritis.

Job purpose

The Creative Lead will lead the in-house studio, creating an environment where creativity can thrive. You will inspire our team of creatives to create standout, audience focused assets that bring our brand to life.
A seasoned senior creative, you will provide art direction and lead the team to deliver innovative and creative approaches to integrated engagement campaigns and programmes of work that span multi-channels, four nations and a diverse range of audiences.

Main duties

- Lead on the creative outputs of the team, focusing on innovation and the embedding and evolution of our brand.
- Ensure that all creative work is rooted in audience insight and aligns with our organisational strategy and values, working in a consultative relationship with departments across the charity.
- Ensure high quality design output that is bespoke to audience needs and delivers against campaign and organisation objectives.
- Work to develop impactful concepts, copy, content and visuals, including providing appropriate hands-on support grounded in your creative background and technical skills.
- Working with the Engagement and Creative Operations Manager to ensure that campaigns are well planned and resourced and pinch points are mitigating and escalated where appropriate.
- Helping to identify opportunities for collaboration and the development of multi-use creative to drive impact and efficiency.

- Lead on core organisational engagement campaigns, leading on the development of the campaigns from concept development to final execution.
- Provide art direction oversight to photographic and audio-visual shoots to ensure brand consistency and the development of strong evergreen content, supporting owned and paid channels.
- To work with Head of Brand and Marketing and other senior leaders from across the charity to evolve our brand, ensuring it stays relevant and drives impact.
- Work with technical leads on the development of our brand creative “bank” ensuring that all our audiences are well represented, with a strong focus on diversity, equity and inclusion (DE&I). This includes but is not limited to icons, infographics, animation.
- To embrace, embed, model and deliver our values and commitments throughout all activity including all people management duties undertaking a coaching style which generates engagement and enhances the people experience.
- To ensure all designated training is completed and all activity is delivered in line with organisational policy and practice.
- To embrace a safeguarding culture where everyone has responsibility for the safeguarding and wellbeing of vulnerable adults and children.
- To undertake any other duties as appropriate to the role and organisational requirements.

People management responsibilities

This role will be responsible for the line management of the creative studio, which includes:

- Lead Copywriter.
- Lead Designer.
- Multi-media Producer.

Budget and resource responsibilities

This role will not have direct responsibility for budget management; however they will be required to work with the Engagement and Creative Operations Team to plan external support requirements of freelancers, agencies and other creative specialists. This will include taking part in annual planning to ensure the studio is well resourced

Key stakeholders and relationships (internal/external)

- Assistant Director of Engagement.
- Engagement and Creative Operations Manager.
- Senior Management team within Income and Engagement.
- UK Advocacy and Health Intelligence teams.
- Wider managers within Engagement.

End of job description. Person specification on following page.

Person specification

Experience and knowledge

- Experience of managing a creative studio or team.
- Experience of developing national, multi-channel campaign concepts and design.
- Understanding and experience of developing strong creative development systems and processes.
- Strong stakeholder management with both internal and external teams and agencies.
- Collaborating with strategic partners to achieve goals whilst maintaining the integrity of a brand.

Skills

- Strong relationship and stakeholder management skills.
- Strong creative leadership.
- Strong and measurable project management skills.
- Skilled in applying and developing a brand across multiplatform.
- Strong communication skills.
- Skilled in developing a team of creatives in their skills.
- Skilled in identifying and realising opportunity to meet DE&I goals and objectives within creative development and execution.
- Skilled in working with people with lived experience in telling their stories through multi-media content.

Desirable experience, knowledge and skills

- Experience of working in the charity sector.
- Experience of embedding a new brand.
- Experience of working with external creative agencies.

Criminal Record Check

Arthritis UK is committed to keeping children, young people and vulnerable adults safe from harm. We will undertake safer recruitment practices and relevant checks applicable for the role.

This role **DOES NOT** require a Criminal Record check.

End of person specification.