

## Creative Lead

### Role Description:

Main responsibility will be to act as creative lead for all projects ensuring that design deliverables are effectively met through liaison with the client, internal key team members and external freelancers/agencies.

Excellent communication skills are important as well as the ability to effectively stimulate and encourage idea generation from the client and other team members. An understanding of business and marketing objectives is to be developed.

An interest in usability and interaction design is essential as will be expected to deliver Appius' User Centred Design process and to work alongside the specialist usability role with the Experience Team.

### Skills/Knowledge Desirable:

- Creation of multiple creative concepts on and offline
- Strong visual design skills with an eye for detail
- Incorporating marketing messages into designs
- Creative Brainstorming
- Design of in-site promotional mechanisms and 'calls to action'
- Excellent presentation skills
- Flash Animation with basic Actionscript knowledge
- Excellent written and verbal communication skills
- Project and personal time management skills
- Ability to work under pressure and deliver to deadlines

The ideal candidate will also be able to deliver in the following areas:

- Writing strong creative briefs
- Leading the creative on a project from concept to launch
- Creation of corporate identities
- Photography steer
- Digital brand translation
- HTML & CSS knowledge
- Developing style guidelines
- Pitch preparation and delivery
- Email marketing experience

**Personal Situation:** The right candidate will already be based in Bournemouth or the surrounding area, alternatively if they are relocating they **must have strong ties to the area** such as family.

