

Job title: Creative Designer

Department: Creative

Report to: Creative Director

Salary range: Up to £26,000 DOE

Location: 14 Berrymoor Court, Northumberland Business Park, Cramlington NE23 7RZ (We are moving to this address on 17 December 2018)

Working hours and contract: Full time and permanent position – 9.00am – 5.30pm (37.5 hours per week)

Deadline for applications: 12pm Friday 7 December 2018

Application requirements: Covering letter explaining why you are the right fit for this role, a link to your portfolio or pdf and an up to date CV.

Applications to: Applications should be addressed to Rachel Boon, Creative Director, Horizonworks – rachel@horizonworks.co.uk If you have any questions regarding this role, please call 0345 075 5955.

Background to company

Horizon Works understands, champions and supports innovators in complex industries with B2B marketing that is clear, connected and purposeful. From our in-depth approach to understanding what our clients do, our multi-talented team of writers, designers and digital experts produce seamless marketing solutions that generate results. It's a journey we go on with our clients, to ensure their reputation and bottom line grows beyond their expectations. For further details, visit our website: <https://horizonworks.co.uk/>

Our values

Our values are core to everything we do at Horizon Works. From the way we deliver our marketing and build relationships with our clients to how we work together internally as a team. Our values are: Supportive, friendly, passionate, proactivity, driven by quality and integrity. Read more about our behaviours on our website: <https://horizonworks.co.uk/our-team/our-values/>

Our culture

At Horizon Works, we have a strong team ethic and embedded business culture. We have the perfect blend of individuals who have different backgrounds, skills and personalities and who all live and breathe our culture, values and ethos. We also all have one thing in common – a passion for delivering outstanding marketing – and this shows when we pull together to deliver client work and generate results. Our values are at the core of everything we do as a team and this is what makes it a fulfilling place to work, and why our clients love working with

us. To read about life at Horizon Works visit: <https://horizonworks.co.uk/our-team/our-culture/>

Main purpose of job

As Creative Designer, you are responsible for the delivery of a range of creative projects for clients and Horizonworks, this includes:

- Creative design projects for clients including brand creation and development, design, artwork for print and digital use and front-end website visuals.
- Supporting in the delivery of client projects to a high standard, meeting agreed project objectives, deadlines and budgets.
- Supporting the implementation of Horizonworks' brand and image including the development of sales and marketing materials.
- Supporting in the development of creative ideas for clients and input into pitch and sales materials for Horizonworks.
- Developing strong relationships with clients, potential clients, colleagues and partner/supplier companies.

We are looking for an experienced and passionate creative professional who can shape our clients' brands, come up with brilliant creative ideas, develop targeted creative campaigns, create compelling designs that will position our clients as leaders in their markets and ahead of their competitors. Horizonworks is a fast-paced and dynamic environment. Our team are specialists in all areas of marketing and are passionate about delivering the best results for our clients.

Core responsibilities

Delivery of client work

- Liaise with clients / account management teams to scope and agree design brief and requirements.
- Deliver clients' brand and design activities including front end website visuals.
- Create designs, artwork and finished materials for clients.
- Maintain good working relationships and liaising with suppliers including printers and website developers.
- Continuously think of creative ideas and concepts and researching client sectors, markets and competitors and industry trends for inspiration.
- Provide regular updates and feedback to the account management teams.
- Present creative work to clients.

Delivery of Horizon Works creative projects

- Deliver our own design activities including campaign materials, sales presentations, proposals, advertising and direct marketing from start to finish.
- Continuously thinking of creative ideas to move our campaigns and marketing forward, researching our sector, clients, competitors, industry trends for inspiration in everything we do.

- Ensure the Horizon Works brand and image is consistent across all of our internal and external materials.

Support with business development activity

- Develop our sales materials and new business proposals, continuously developing them in line with brand.
- Support in the creation of proposals for new business including ideas and concepts for pitches and presentations
- Provide necessary support to help win new business.
- Present creative ideas at pitches and new business meetings.

Continuously focus on company and personal development

- Establish and maintain a programme of continuing personal and professional development.
- Continuously keep ahead of design and marketing trends by spending time on R&D which will support both the company and our clients.
- Provide insights to the team on new trends and ideas – use across blogs/social media.
- Represent the company in a range of internal and external activities including networking, events, client meetings, prospective client meetings.

Candidate Profile:

Education, Formal Qualifications & Experience

- At least 5 years in a design role.
- A Levels, HND, BA (Hons) or equivalent qualification in Design.

Work Experience/Background:

- Experience in generating ideas and concepts for clients.
- Experience in the full process of brand creation/development.
- Experience in the development of design materials such as design for print, marketing and advertising campaigns and front-end website visuals.

Specific Skills, Aptitude, Knowledge:

- Have big ideas and a strong conceptual imagination.
- Ability to prioritise and manage workload effectively.
- Ability to develop relationships with colleagues and be a flexible team worker.
- Ability to work under pressure and meet tight deadlines.
- Strong capability in using design programs such as In Design, Photoshop and illustrator.

Key Attributes:

- Self-driven, results orientated and a clear focus on high standards.
- An exceptional eye for detail.
- Creative and inspiring.

- Energetic, motivating and fun to work with.
- Able to work under pressure in a fast-paced environment. □
- Responsible, accountable and determined to succeed.

General

The content of this job description is not exhaustive and there will be an expectation of flexibility in undertaking responsibilities in keeping with the needs of the business and in accordance with the overall business strategy.

Why work for Horizonworks?

Check out our culture page on our website which will give you a flavour of working at Horizon Works: <https://horizonworks.co.uk/our-team/our-culture/>