

## **Role Title: Creative Designer**

Team: Client Services / Delivery

Reporting to: Client Services Director

Salary: from £34,000 per annum DOE

Location: Blyth Workspace, Commissioners Quay, Quay Road, Blyth, NE24 3AF

Working hours and contract: Full time and permanent position 37.5 hours per week (optional flexible hours)

Availability: Immediate.

Please send your CV, portfolio link and covering letter highlighting why you want to work at Horizon Works to [hello@horizon-works.com](mailto:hello@horizon-works.com) by Friday 12<sup>th</sup> June 2026

## **Background to company**

Horizon Works is based on one of the UK's leading renewable energy hubs - Blyth!

The company supports innovators in complex industries with cutting edge marketing that allows their products and services to be recognised and adopted globally. It works with a range of innovation and technology led businesses that are creating solutions of worldwide importance.

It works with regional, national and international clients in sectors including manufacturing, engineering, life sciences, technology, offshore wind and renewables, automotive and defence.

Horizon Works offers a wide range of integrated marketing services including strategy, PR, design, digital, website development, SEO and animation, and supports regional, national and global organisations. For more information, visit [www.horizon-works.com](http://www.horizon-works.com)

## **Role purpose**

The Creative Designer is responsible for delivering high-quality, creative and digital design work that brings clients' ideas, brands and campaigns to life. The role plays a central part in shaping how clients' innovations, services and stories are experienced visually, ensuring work is engaging, purposeful and aligned to strategic objectives.

The Creative Designer supports Horizon Works' mission of bringing clarity, connection and impact to innovation through distinctive, well-crafted creative output across multiple channels.

**What this role is accountable for:**

- Delivering high-quality creative projects across brand, marketing and sales materials.
- Creating engaging visual content including campaign assets, infographics, illustration and presentations.
- Translating creative briefs and concepts into effective, on-brand visual solutions that meet client objectives.
- Supporting successful delivery of client projects, meeting agreed quality standards, timelines and budgets.
- Ensuring consistent application of client brand, visual identity and tone across all outputs.
- Supporting Horizon Works' own marketing, sales and new business activity through high-quality creative materials.
- Contributing creative ideas and concepts to client campaigns, pitches and proposals.
- Collaborating closely with client partners, content, digital and delivery teams.
- Maintaining high standards of design craft, accuracy and attention to detail from concept to final delivery.
- Staying informed on design, digital and marketing trends and sharing relevant insight with the team.

Accountability is focused on the creativity, quality, consistency and impact of creative output rather than volume alone.

## Values and expected behaviours

The Creative Designer demonstrates Horizon Works' values through their approach to work:

- **Passion** - Shows enthusiasm for creativity, design craft and innovation.
- **Ownership** - Takes responsibility for the quality, accuracy and effectiveness of creative work.
- **Collaboration** - Works openly with colleagues to strengthen ideas and outcomes.
- **Positivity** - Brings energy, professionalism and openness to feedback.
- **Inspiration** - Is curious, creatively driven and motivated by clients' impact and ambition.

## Key relationships

Internal:

- Managing Director.
- Client Services Director.
- Client services/delivery team.
- Business development and marketing manager.

External:

- Clients.
- Production partners / freelancers (print, digital, animation).

## Performance framework

### Creative and client impact

- Creative work supports client objectives and strengthens brand perception.
- Ideas and execution are purposeful, engaging and aligned to strategy.
- Clients experience Horizon Works as creative, credible and detail-driven.
- Creative output contributes to client satisfaction and retention.

### **Quality and craft excellence**

- Design work is delivered to a consistently high standard.
- Strong attention to layout, typography, visual hierarchy and detail.
- Brand guidelines and visual systems are applied consistently.
- Files are prepared accurately for digital and print delivery.
- Feedback is incorporated effectively with visible improvement over time.

### **Collaboration and ways of working**

- Works constructively with client partners and delivery teams.
- Communicates clearly on progress, priorities and dependencies.
- Manages workload effectively to meet deadlines.
- Contributes ideas positively to briefs, concepts and problem-solving discussions.

### **Contribution and growth**

- Shares creative insight, trends and inspiration with the team.
- Contributes to Horizon Works' own campaigns, marketing and thought leadership.
- Builds confidence as a trusted creative specialist within client and internal teams.
- Continues to develop creative capability and technical skills.

### **Decision making**

- Ownership of creative quality and execution within agreed briefs and scope.
- Makes informed decisions on visual approach, formats and execution.
- Exercises professional judgement aligned with Horizon Works' purpose and values.
- Escalates risks, resourcing or scope concerns appropriately and in good time.

## **Role requirements (High Level)**

### **Education and formal qualifications**

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

### **Experience and knowledge**

- Proven experience as a creative or graphic designer, ideally within an agency or marketing or digital environment.
- Strong understanding of brand, marketing and digital design across multiple formats.
- Demonstrated ability to take work from brief and concept through to final delivery.
- Excellent design, layout and typographic skills with high attention to detail.
- Confident using Adobe Creative Cloud (including InDesign, Photoshop and Illustrator).
- Experience with motion graphics, animation or video content is desirable.
- Ability to manage workload, meet deadlines and work effectively under pressure.
- Collaborative team-focused approach aligned with Horizon Works' values and way of working.

### **Progression indicators**

A Creative Designer is ready to progress when they:

- Deliver increasingly complex and strategic creative projects with confidence.
- Require minimal oversight to produce client-ready work.
- Influence creative direction across campaigns and projects.
- Contribute strongly to concept development, pitches and proposals.
- Are recognised as a trusted creative partner by clients and internal teams.

### **Development and review focus (annual / ongoing)**

Performance and development conversations should consider:

- Creative quality, consistency and effectiveness of design output.
- Conceptual thinking and idea development.
- Collaboration with client and delivery teams.
- Responsiveness to feedback and continuous improvement.
- Ongoing development of technical and creative skills.
- Living Horizon Works' values in day-to-day work.

### **Scope and flexibility**

This role profile supports performance management, capability development and progression planning. As Horizon Works grows, the Creative Designer role may evolve to include greater strategic creative input, leadership of creative streams or mentoring responsibility, while remaining grounded in delivering high-quality, purposeful creative work that champions innovation and impact.

### **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.

### **Additional information**

- Holidays – 22 days holiday per year in addition to the 8 public holidays. The holiday year runs from 1 January to 31 December.
- Additional holiday - an additional day is accrued for every two years in the business.
- Birthday off work – birthday off work (outside of holiday entitlement)
- Flexible working hours – although your contract states 9-5.30pm with 1 hour for lunch, we operate a more flexible schedule depending on individual needs (discussed and agreed on an individual basis).

- Pension – you have the option to opt in or out once your probationary period has been successfully completed. The company contributes 3%.
- Personal development plan – after your probation, a plan is created with objectives for the year which includes training and development requirements.

Culture is important at Horizon Works which is why we organise a range of other activities and initiatives:

- Good Vibes Programme – monthly schedule of ‘at work’ events and activities, including community and charitable. We understand that it’s difficult for everyone to commit to time outside of work.
- Celebrate occasions (Halloween dress up and themed buffet, Christmas jumper day, games, secret Santa and buffet, etc.)
- Wellbeing day – a day off to recharge your batteries and come back to work with a clear mindset.
- Volunteer day – a day off to do something that will impact people, the environment or community.
- Yearly summer afternoon garden party – social event for the team in working hours 11.30am – 5.30pm.
- Festive afternoon lunch – social event in working hours 12-6pm for the team.
- Yearly strategy day – a day for the team to contribute to the company’s strategy and future. This is mixed with a team building activity.