**Creative Lead (Fixed Term)**

**Division:**       Moorepay Ltd - SMB Division of Zellis UK Limited

**Location:**         Birmingham or Manchester

**Reports To:**    Head of Brand Marketing

**Outline**

Fancy the opportunity to join a thriving brand marketing team at an established software business? Reckon you can ensure creativity and distinctiveness across all of our marketing assets? Obsessed with brand consistency? Keen to deliver compelling and effective creative campaigns? We'd love to hear from you!

**The Team**

Our marketing team is split into four functions: Product Marketing, Operations, Acquisition, and Brand (note this role will sit in the Brand team, led by Amy).

You’ll be part of a very supportive culture; everyone will bend over backwards to help you (that’s a promise).

The discipline of marketing and individual professional development are very important to us. We have our own framework to support this and encourage a community of practice where marketers can learn and grow.

It’s fast paced here - we work hard and get a lot done. And we take time to celebrate our successes, e.g. with our much-loved quarterly kick off (a day of team-building activities with a sprinkling of silliness).

**Main Purpose of Job**

Moorepay’s Creative Lead plays a pivotal role in shaping and executing the creative strategy across all briefs. Success will be measured by the execution of the creative strategy, the quality of assets across campaigns, and the long term associated growth of the Moorepay brand.

This role requires a passion for storytelling, a keen understanding of creative effectiveness, and a proven track record for delivering compelling and effective creative campaigns.

This is a fixed term role for 14 months to cover a maternity leave.

**Key Accountabilities**

* Delivery of the team’s creative strategy, informed by data and insights, a customer focus, and best practice creative and marketing principles.
* Works closely with the Brand Marketing Manager to ensure brand activation, delivering campaigns that reinforce our market position and achieve brand salience.
* Ensures relentless codification of all visual assets across all campaigns, channels, assets etc.
* Responsible for upholding quality of design, delivering consistency, ensuring thorough design QA processes.
* Responsible for asset management: all media will be organised sensibly so team members can find what they need when they need it.
* Supporting with ongoing asset creation as required, working with the Junior Designer and wider marketing team.
* Working with the Content & Communications Manager to deliver a content repurposing strategy to maximise output and reach of our great content/assets in their various multimedia forms.
* Manages the Junior Designer, ensuring day to day task delivery, objectives setting, performance reviews, and ongoing career growth and development.

**Desirable Experience / Qualifications / Credentials**

* Educated to degree level or equivalent qualification.
* Advanced understanding of design principles / theory. And creative effectiveness.
* System experience includes Adobe Creative Cloud suite: InDesign, Photoshop, Premiere Pro, etc. WordPress, HubSpot, and Turtl.
* A keen eye for detail, highly collaborative, and an excellent communicator.
* Demonstrate the ability to be employed within the UK / EU and possess UK Bank account in own name.