

# Art Director

London SE1

Cherry is one of the UK's leading healthcare creative communication agencies. We work with a number of the world's biggest pharmaceutical companies delivering award winning work for our clients. We take an integrated, multi-channel and consultative approach to client engagements and we work on numerous exciting brands across a wide variety of therapy areas. Cherry is part of Avenir Global.

## Principal Role

The Art Director will work under the direction of the Creative Director and will be a hands on talented creative thinker. They will assist with creative direction and campaigns, as well as be able to use their own initiative to lead smaller projects.

## Specific responsibilities:

### Conceptual

- Generate original creative concepts to advertise products/services
- Direct photography shoots
- Be able to create storyboards to aid video production
- Be able to design across all platforms, producing unique, creative design solutions
- Design original pieces, including infographics
- Maintain brand consistency throughout all design projects
- Find innovative and creative solutions to meet project requirements

### Communications

- Have excellent presentation skills and the ability to verbalise ideas
- Oversee creative projects, from conception to delivery
- Take a proactive role to liaise with all key project team members and to inform creative director of project developments
- Liaise with client and suppliers on specific projects as and when required
- During brainstorming and client meetings, take an active part and have the ability to contribute ideas, make recommendations and give feedback
- Supervise and oversee intermediate or junior members
- Team player approach

### Technology

- Keep up-to-date with industry knowledge and regularly share any knowledge gained with your team
- Identify innovative trends within the market and exploit these fully

## About Cherry

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Cherry was recognised as a Great Place to Work, 2020.

Employee skills development and career progression is a key focus for the agency. We provide ongoing on the job training, and where appropriate team members will be funded to enrol in training courses to address specific development needs. In 2020 we delivered and helped to facilitate over 2,000 hours of learning throughout the agency. Team members receive regular reviews to ensure continued development and progression - people are advanced on merit as and when they demonstrate their ability to take the next step.

If you feel you have what it takes, please email [danni@cherrythinking.com](mailto:danni@cherrythinking.com) with your CV and salary expectations.