



# Creative Director

London SE1

Cherry is one of the UK's leading independent 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, multichannel and consultative approach to client engagements and we work on numerous exciting brands across a wide variety of therapy areas.

## The role

You will be currently working at a Deputy Creative Director/Creative Director level (or equivalent), with experience of managing a team of designers and art directors. You will have spent your career agency-side, working across a variety of clients and media channels. First and foremost, you must be highly conceptual, a scribbler, a real ideas person, able to consistently produce strong core concepts to a wide range of challenging briefs, and adaptable to all platforms. A strong design ability is also a definite plus, but very much secondary to this role.

## The ideal candidate

Reporting directly to the Executive Creative Director, you must be a fantastic communicator, with plenty of client facing experience (including pitches, strategic meetings etc), you will be a strong motivator and team leader, but above all you will have an inspiring book of well-crafted creative campaigns to show off!

## Requirements

As a Senior Member of the Creative Department, you will assume responsibility for the mentoring and development of Art Directors and Designers within the department.

- Developing concepts for advertising or promotional campaigns
- Pitching ideas to clients
- Negotiating with clients to amend ideas in line with their wishes and explain what is and is not possible
- Keeping clients abreast of progress and answering their questions.
- Storyboarding and translating ideas to the creative team of art directors and designers
- Leading multiple projects from conception to completion in accordance with deadlines
- Evaluating and, if necessary altering, the content of projects before completion
- Hiring, developing and managing the creative team
- Ensuring all the organisation's or client's visuals are consistent with the overall brand

## About Cherry

Cherry is a healthcare advertising agency. We are 80 people based in London Bridge. Cherry is part of the AVENIR GLOBAL group.

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. Team members receive regular annual reviews to ensure continued development and progression - we have no set headcount limits imposed on us for promotion which means people are advanced on merit as and when they demonstrate their ability to take the next step.

Every team member will have the chance to work closely with both line managers and directors too, giving the opportunity to learn from more experienced staff. All Cherry's directors work actively on accounts and are directly involved with mentoring team members.

At Cherry we consider ourselves a friendly bunch and we encourage a social environment. We provide drinks on a Friday afternoon, there's also a cake club, a book group, people go running together, there's tennis in the local park in summer and groups of us can be found in the local bars and restaurants pretty regularly of an evening. In addition to these, we hold seasonal company parties where the whole agency will go out to undertake an activity, followed by a team dinner and drinks.