

Creative Director (Copy)

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.

The role

We are Cherry, a creative healthcare agency with a global reach. In 2022 things are moving fast; we have new clients, a brand-new office, and now we are looking for a Creative Director (Copy) with a creative mind with strong conceptual skills to join our team.

The Creative Director (Copy) will support the Executive Creative Director (ECD) in delivering a world-leading creative product that is recognised through awards and client satisfaction. In addition, they are responsible for the supervision and mentoring of the copy team (both creative and medical writers).

Responsibilities

- Supporting the ECD by helping to ensure creative excellence across all work, and projects including new business pitches. This will include autonomy over a number of creative projects, and working to collaboratively set of standards internally
- Conceptual and creative oversight responsibilities on all client brands
- Driving creative opportunities and Cherry's creative culture
- Concepting for and guiding the creative aspect of new business pitches
- Representing the company to existing and prospective clients
- Providing line management, leadership and motivation to the copy team

Requirements

- 12+ years copywriting experience in creative agencies (preferably healthcare)
- Strong conceptual ability and experience creating marketing/advertising campaigns
- Understanding and experience creating integrated content across all marketing channels from digital, social media, paid media, mobile, but also understand offline and print
- Proven ability to guide, mentor and develop junior creatives
- Strong creative presentation skills

What we offer

We continue to grow because our employees grow with us - employee development is key. We have bespoke internal and external training programs that are run year round across all departments, LinkedIn Learning licenses on request as well as a group mentoring program employees can get involved in!

As well as the competitive basic salary, great social events and a culture of continual learning we also offer our employees:

- 25 days holiday per year
- Flexible/hybrid working
- 2 x volunteer days per year - to support a cause close to you!
- Employee assistance program
- Private health/free travel insurance for you and your family
- Summer Fridays - finish early from June - August
- Mobility program - being part of a wider group enables employees the opportunity to work from one of our global offices (US, Canada, Europe, UAE) for short/mid/long term secondments

About Cherry

We are a healthcare creative agency - we have 130 full time employees and we are based on Southbank (just next to The Globe!). This year we have been recognised as one of the Best Workplaces in the UK, 2021 and 2022, by Great Place to Work.

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 2021 we promoted 24 team members and developed and facilitated over 2,000 hours of training for our team. We have 6 monthly formal 360 reviews to ensure continued development and progression and people are promoted on merit.

Last year we developed and launched our Corporate Social Responsibility (CSR), Diversity and Inclusion (D&I) and Wellbeing committee which all team members have the opportunity to get involved in if they want to! This year our CSR team have organised some volunteering days for us all to get involved in helping out the local environment which we're really looking forward to!

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, a film club, 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.

Get exposure to:

- Accelerated career progression with the opportunity to work and learn in different client project environments
- A competitive salary which grows as you develop in your career
- Ongoing professional development support, guidance and mentor

If you are interested in applying for this role, please send a copy of your CV and salary expectations to becky.law@cherrythinking.com