

ROLE	<b>MOTION GRAPHICS / LEAD DESIGNER</b>
REPORTING TO	<b>HEAD OF STRATEGY</b>
LOCATION	<b>LONDON / REMOTE</b>
CONTRACT TYPE	<b>FIXED-TERM / PERM (4-5 DAYS FLEX)</b>

## ABOUT US

We are a strategic activation agency, delivering authentic brand purpose and social impact for future-facing clients.

We better connect clients to young people and their families, delivering on-the-ground impacts through ambitious ideas and strong partnerships.

Our proposition is built on 16 years of heritage and experience – we have grown up with today's young people and their parents over this time so know them better than anyone else. And our unique networks and partnerships give us unequalled insight and access to reach them. Our difference is born out of a deeper understanding of these critical audiences, the wider societal changes and the implications for clients, and how they relate to (and buy) brands.

Our people are passionate experts focussed on creating immediate and lasting value. Together, we believe in Building Brilliant Futures – creating a win-win-win for clients, young people and families, and colleagues.

At the heart of our offering is a strategic centre that combines data, segmentation, and research to develop strategies and purpose-driven programmes that deliver a demonstratable return on investment for our clients.

## YOUR ROLE

If you are a Lead Designer, with significant Motion Graphics experience, who wants freedom, trust, and opportunity, then come and work for us.

We work with some of the world's best-known brands, including the likes of L'Oréal, Samsung, NatWest, Sky and Disney. That said, this is not your standard advertising gig.

You'll lead the design team in creating campaigns and educational programmes that deliver authentic brand purpose and social impact. You'll also help us package up all of the amazing work we are doing to showcase how We are Futures and our clients build brilliant futures for young people and their families.

You are passionate about graphics, love digital platforms, and have a passion for social media content and marketing.

Duties will include managing the design team, creative sign off for the agency, motion graphics, animations, graphic design and supporting our comms and marketing team campaigns.

The successful candidate will have experience using After Effects in a professional commercial environment and would ideally also have knowledge of working within media or communications teams.

We're looking for video natives who can get stuck in throughout our entire creative process, from coming up with concepts for brands and creating original content, to briefing our external creators, and polishing – or beautifying – their work prior to client review to ensure it's the very best it can be.

## SKILLS AND EXPERIENCE

### These are skills, experience and qualities we're looking for:

- 5+ years' experience in the creative field.
- Extremely detail-oriented and has a good eye for design.
- The Adobe Suite is your bread and butter. Particularly in After Effects, Premiere Pro, Photoshop and Illustrator.
- You love brands and social media. You are fascinated by brands, how they market themselves, and use platforms to do this. You are naturally curious about the development of the digital world and excited by its potential.
- You can write compelling, unique social copy for a range of different audiences.
- Strong online graphic design portfolio with a background in branding.
- Experience creating showreels, motion graphic design & animation.
- Ability to meet deadlines and collaborate with a team efficiently.
- Self-motivated and independent, able to run whole projects on your own and work in a fast-paced, agile environment.
- You are a team player, who is supportive and capable of bringing the best out of those around you.
- You are confident, vocal and professional, comfortable pitching ideas, presenting in front of clients and attending shoots.

### The role includes, but is not limited to:

- Being the leader of the design team and responsible for the quality of creative delivery of the agency.
- Translating a client's objectives into effective, educational and entertaining content that is specifically aimed at achieving measurable results.
- Create marketing collateral across channels, including social graphics, landing pages and videos.
- Collaborate with the team to conceptualise and work on art direction for print, web properties, campaigns, videos and seasonal branded events.
- Understand the brand and constantly improve our brand design elements in all touch points, such as emails, blogs, landing pages, socials and ads.
- Shape, grow and maintain the visual aspects of the We are Futures brand with the team.
- Ensure high quality work individually and as a team.
- Develop innovative design concepts and initiatives for the We are Futures brand and our clients.



## OUR CULTURE

We have developed a reputation for creating pioneering work and this is something we endeavour to continually improve. We aim to build a Brilliant culture which for us means an agency that is creative, ambitious, and supportive. We search for people who reflect and thrive with these qualities. This is important to us.

### Creative

It is normal practice to think of different and more interesting ways to do things; doing things outside of the norm; being encouraged to take risks; thinking about adding excitement; wowing clients and colleagues; not being afraid of big ideas; being creative in actions, thoughts and words.

### Ambitious

Always thinking of ways to take the ordinary to the extraordinary; pushing ourselves and clients to go for Brilliant (rather than just good); always looking at ways to build our agency and business; being ambitious for our colleagues; pushing boundaries in our work; never being satisfied with 'ok'.

### Supportive

Being committed to looking out for each other; helping in whatever way we can; supporting each other's development; enjoying the rewards of being part of a great team.

**CONTACT DETAILS:**  
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