

Job Description

Job Title:	Creative Lead
Reporting to:	Managing Director
Responsible for:	N/A
Scope of job:	Propose and develop creative concepts for projects and clients working alongside the Business Development team and Project Managers. Account manage and project manage a select number of clients and projects.

Key Responsibilities

Creative

- To propose and develop creative concepts at initial stages of proposals or projects.
- To write or contribute to, pitches and proposals to “sell” creative concept to client.
- To present pitches and attend “introductory” meetings with clients.
- To work with other members of the Project Management and New Business Teams in order to develop creative concepts.
- To create 2d and 3d visuals and video animations as required
- To create Graphic Designs for sets including 3D animated fly-throughs, 3D animation for video strings, inserts and titles; Exhibition design; Power Point Creation; Brochures; Story Boarding; Cad drawings
- To ensure that all agreed deadlines are kept to and ensure clear communications with all stakeholders in this respect
- To report on a weekly basis to MD on workload of creative team
- To (over time) Account manage specific clients or projects
- To Project Manage events in your own right.
- To Project Manage events with the support of a Technical Project Manager.

Project Management

- To project manage significant projects and events, to budget and plan events and ensure Metro profits from all activities.
- Communicate effectively to the team, ensuring adequate and sufficient pre-production meetings are held.
- Ensure Metro Health and Safety procedures are followed; by developing safety plans, risk assessments, hazard identification and control strategies, by monitoring safety practices in the office, warehouse and on-site, and utilising safety equipment and PPE.
- To demonstrate leadership and people management skills by effectively managing teams of Metro employees and freelancers. Where practical use Metro employees before bringing in Freelancers.
- Keep up-to-date with industry developments and latest technology.

▸ *Excellent Service* ▸ *Responsibility* ▸ *Honesty & Fairness* ▸ *Protect the environment* ▸

Client Management

Metro is committed to high standards of customer care. You have a responsibility to promote excellent client relations. Specifically:

- By ensuring that customers and potential customers are treated courteously, efficiently and promptly.
- By ensuring that you set reasonable expectations when dealing with customers and potential customers and by encouraging your colleagues to make sure that those expectations are met or surpassed.
- By encouraging colleagues throughout the company to behave in a manner that demonstrates commitment to customer care.

Health and Safety:

- Responsible for own health and safety in accordance with the Health and Safety at Work Act 1974 and relevant EC directives
- Follow Health and Safety procedures at all times.

Requirements for the role:**Essential:**

- Minimum 5 years' experience managing Event projects for Clients
- Creative thinker and solutions driven
- Excellent attention to detail
- Excellent written English and communication skills, including preparing engaging and creative tender and proposal documents
- Excellent graphic design skills
- Sound knowledge of Microsoft Office including Word, Excel, PowerPoint, & Outlook
- Sound planning and organisational skills
- Ability to confidently present ideas at pitch
- Strong commitment to Health and safety

Desirable:

- Educated to degree level, ideally in Event Management or Creative or Design discipline or relevant career experience
- Experience of working within the events / broadcast / media sectors
- Health and Safety / First Aid Qualifications
- Driving license

I have read and understood this Job Description and I am clear about the detail and expectations regarding my job. If I have any issues relating to this, I will raise them with my Line Manager.

Name:

Signature:

Date:
