



## Job Description – Creative Designer

|                |                              |
|----------------|------------------------------|
| Department     | Communications and Campaigns |
| Grade          | 12                           |
| Reporting to   | Creative Content Lead        |
| Direct reports | No                           |
| WTW Code       | ACA010P312                   |

### Job Purpose

- You will play a key role in the Communications and Campaigns team responsible for delivering communications, campaigns and other creative solutions across internal and external channels for different business areas.
- You will creatively bring to life the work we do to protect people from the devastation of uninsured and hit-and-run driving, delivering content across a range of channels to help raise awareness of our work and show the value we bring to our customers, including the insurance industry, police and the government.
- Alongside the rest of your colleagues in the Communications and Campaigns team, you will be a gatekeeper of our brand, a strong storyteller and guided by our principles: Customer First, Inspire and Think Big.

### Key accountabilities

- Work with the Communications and Campaigns team and stakeholders across the business to create engaging visuals and content for a range of communications projects, ensuring alignment with brand guidelines.
- Support the delivery of large-scale integrated campaigns by developing compelling creative assets that engage target audiences and achieve objectives, working with both the Communications and Campaigns team and any external partners.
- Lead on the creative development of selected projects and campaigns within the Communications and Campaigns delivery plan.
- Design content for our internal and external channels, including intranet, office digital screens, websites and social media platforms.
- Creatively support the production of real-life stories of victims of uninsured and hit-and-run driving as part of MIB's storytelling programme.
- Provide motion design support when required.

### Key accountabilities

- Work closely with the other members of in-house content studio to create cohesive, high-quality content across all platforms.
- Ensure creative assets are optimised for different platforms and formats, considering best practices for web, social media and print. Where possible, review performance metrics and refine designs based on insights.
- Develop Canva templates and design toolkits to empower non-designers to create on-brand assets while maintaining visual consistency.
- Be a driving force for creativity and innovation within the Communications and Campaigns team and across the wider organisation.
- Ensure consistent use of brand identity, leading by example in applying brand guidelines while continually pushing creative boundaries

### Role requirements

- Proven experience of designing engaging content for a various projects and campaigns across multiple platforms and channels, tailored to different audiences to achieve objectives.
- Significant experience in graphic design within a studio or in-house creative team. Motion design experience is desirable.
- Ability to create designs that align with brand guidelines and visual identity while maintaining creativity and innovation.
- Experience designing for both digital and print formats, understanding the technical requirements and best practices for each.
- Advanced practical experience with Adobe Creative Cloud (especially Photoshop, InDesign and Illustrator) or equivalent design software.
- Strong knowledge of layout, typography, colour theory and accessible design principles.
- A high level of creativity with exceptional attention to detail.
- Ability to translate complex ideas into visually compelling and easy-to-understand designs.
- Strong understanding of audience needs, ensuring designs are impactful and user-friendly.
- Excellent communication and influencing skills, with the ability to engage and manage multiple stakeholders in a complex organisation.
- A collaborative, team-orientated approach, bringing people along on key decisions.
- Strong organisational skills with the ability to manage multiple projects, deadlines and priorities.
- Ability to remain objective throughout the creative process, handle feedback constructively and diplomatically challenge while keeping objectives in mind.