**The Invitation**

**Junior Creative Team**

**TEAM: CREATIVE**

**CLIENT: MCDONALD’S FAMILY + PORTFOLIO**

**REPORTING TO: EXECUTIVE CREATIVE DIRECTOR**

<https://www.linkedin.com/company/the-marketing-store-europe/jobs/>

**A BIT ABOUT US**

The Marketing Store is a consumer engagement agency that believes in the power of experience to build brands. Experience is any valuable interaction between a brand and consumer, and it’s the currency of 21st century marketing; consumers are placing greater value on it, technology provides brands with greater opportunity to deliver, and it’s the key to unlocking huge growth.

Our core skill is therefore transforming brands, products and services into experiences. To leave lasting impressions and influence future purchasing decisions.

We do this through our expertise in the sharing of experience and the science of experience. Yet none of this can be achieved without our investment in people and culture. We’re committed to breaking down silos to create more efficient and better-connected working processes. That’s why we are a people-first agency, built to serve consumer-first brands.

**WHAT ARE OUR PEOPLE LIKE?**

Our agency is home to creative problem solvers. Those who overcome any obstacle to successfully put consumer-first ideas, products and technologies into market.

People who wear their talent lightly. Willing to be part of a close community that pushes them to be better.

Because our goal is to bring people and brands closer together. Closer insights, closer connections and closer collaboration breed better, more effective work. It’s this dedication to getting closer that drives us to go further.

**WHY WE THINK YOU WILL LOVE THIS ROLE**

Riding high on a successful 2019, we are excited to be in a position to bring on a junior team to further help bolster our creative department.

With the support of an incredible midweight and senior team, plus ongoing mentoring and management from senior leadership, this role offers a great opportunity for an aspiring Copywriter and Art Director duo to get stuck into our biggest client, McDonald’s, and a range of other exciting brands.

If you are looking for meaty projects, plus the opportunity to partner with award-winning creatives, this team opportunity will give you the breath to develop your skills and much more!

Finally, we guarantee that you will leave changed. Because we help our people achieve their goals.

So come here to experience. To experiment. To make mistakes. To challenge your own limits.

**WHAT YOU WILL BRING TO THE AGENCY**

We are looking for a team that is passionate about creative, who think big and have a strong point of view on what good looks like.

You’ll be a questioning, inquisitive person with the ability to communicate and collaborate with a wider talented team.

**Digging deeper on the details**

**Creative Briefs**

* Works with the team to understand relevant questions to ask during a briefing session

**Idea Generation**

* Works with conceptual colleagues to generate insight-driven, behaviour-changing, brand-building ideas
* Plays an active role in brainstorming and campaign idea generation
* You will demonstrate an appetite to seek new technology and data driven ideas
* You will see the potential of a brief and develop ideas beyond its parameters

**New Business, Awards & PR**

* Occasionally you will be required to assist creatively with new business pitches, awards entries and agency PR

**Developing Talent**

* Models high performance behaviour, actively and openly demonstrating a desire to be the best that you can. Has an understanding of own strengths and limitations and requests and gives feedback regularly

**Team Collaboration (internal & external)**

* Listens intently and contributes actively in cross-team meetings

**Agency Focus**

* Is an ambassador for the agency and willing to get involved in a variety of projects outside of the creative department

**Craft Skills**

* You will write or art direct competently, understanding the clients’ tone of voice and brand positioning
* You will have an understanding of different channels and can flex your creative thinking accordingly

**SKILLS AND EXPERIENCE WE WOULD LIKE YOU TO HAVE**

* Be part of a team with a passion to art direct or write copy with previous experience gained in an integrated agency
* An idea-generator, with an understanding of how to deliver comms in the modern omni-channel world, both physical, social and digital
* A desire to push and be pushed to create outstanding work each and every time

**THOSE EXTRA PERKS!**

* ‘Your Hours’ – flexible working for all around a core hours structure
* 22 days’ holiday standard (increases year on year with service)
* An additional three days for the Christmas period
* Your birthday off and £50 cash on us!
* 3% Company pension contribution
* Private Health Cover with AXA PPP
* Dental cover with Denplan
* Annual Discretionary Performance Bonus
* ‘Bike to Work’ scheme
* Life Assurance at four times your annual salary
* Employee Assistance Programme
* Referral bonus for new hires
* Long Service Bonus at 5, 10, 15 years
* Socials and sports teams

**We are The Marketing Store and we would love to meet you!**