



ROLE: SENIOR DESIGNER

WE DON'T DO WALLPAPER

True was founded in 2012 to be a different type of B2B agency. To break free from the world of short-term 'performance' marketing that swamps the industry with no lasting business effects. We believe that unignorable creativity is the most powerful way to drive commercial results for our clients. Creativity that is built on powerful truths that generate fame, attention, and build memorability.

And our approach is working. We were proud to be named Global B2B Creative Agency of the Year by the Association of National Advertisers last year due to the consistently high levels of creativity and effectiveness we've generated for our clients – leading to some great new account wins including Auto Trader, Kaspersky and Logitech.

WE'RE NOTHING WITHOUT YOU

We're now investing for growth and are seeking a smart, talented individual who is as passionate as us about changing B2B marketing, creating award-winning communications, and helping us to generate brand and business momentum for ourselves and our clients.

As a different type of B2B agency, we're looking for a different type of Senior Designer, with the ability to think in a holistic way about how an idea comes to life through all touch points of an integrated campaign. Working closely with an Art Director you will be delivering: advertising (both print and online), video, websites, landing pages, social media, print collateral, brand experiences, emails and pitch materials. While the work will vary, your passion for user centric design, superb layout and a relentless attention to detail will be constant.

WHAT YOU'LL LOVE DOING:

- Pushing creativity and innovation to produce brilliant concepts that sell
- Creating disruptive design
- Taking ownership of projects and ensuring the quality and creative integrity of the job is maintained
- Working directly with creative teams to develop and enhance concepts

WHAT'S EXPECTED:

You must have 4-5+ years relevant agency experience and your folio will show examples of both print and digital.

- High level skills in Photoshop/Illustrator/InDesign
- Sound understanding of design for HTML and CSS
- Video skills (Premiere/After Effects) also a bonus
- Proven experience in a creative environment with a portfolio to demonstrate your skills
- A solid understanding of digital marketing principles
- Ability to work under pressure and to deadlines
- A down-to-earth attitude
- Overseeing the work of more junior designers
- Strong attention to detail

WHAT WE CAN OFFER YOU:

Great range of employee benefits including:

- 25 days annual leave
- Monthly creative allowance
- Investment in personal learning and development
- Subsidised gym membership
- A mattress ... speak to us to find out more!

If this sounds like it's up your street, send your CV to jobs@trueagency.com

ABOUT TRUE

True is a multi-award-winning B2B creative and media agency with the central philosophy: 'Make it memorable'. We believe that unignorable creativity is the most powerful way to drive business growth. And having next-generation data and media capabilities under one roof gives us the unique ability to see campaigns through from planning to delivery and optimisation; more efficiently and more effectively.

True's clients span industries, including Big Four professional services firm KPMG; automotive giant Auto Trader; fintech company Worldline; business services company Yell; Kaspersky in cybersecurity and consumer electronics company, Logitech.

Based in Soho, True is the London office of BBN International – ranked Number 1 International Marcomms Agency 2020 in the [B2B Marketing Agencies Benchmarking Report](#).

www.trueagency.com