



Digital & Direct Art Director

The Agency

We are a Republic - a coming together of people who can make great work happen. The notion of being a republic, more of a gathering than a hierarchy, felt different when we launched and it still makes us proud.

We help clients develop successful strategies by putting digital at their heart. We advise clients on how they should use digital technology to build brand success in the short, medium and long-term. We then produce innovative, creative, future-facing communications and brand platforms to drive businesses forward.

How we do it?

The more open we are the better we will be – connecting with people (internally and externally) to combine their ideas and talents in new ways for the benefit of our clients. We believe creativity is a highly collaborative, cumulative and social activity in which people with different skills, points of view and insights share and develop ideas together. This is why we are called Agency Republic and this is why we develop successful creative solutions for brands

Our approach delivers success for some of the world's biggest brands – from Sony PlayStation, to Vodafone, to Nivea & Danone. We have won many UK and Global awards over the years including D&AD, Cannes, Campaign Big, One Show, Webby, BIMA, IAB Creative Showcase and Creative Circle.

We have been Marketing Magazine's Digital Agency of the Year 4 times and Campaign Magazine's Digital Agency of the Year.

What's the opportunity?

We are looking for a keen middle-weight Art Director with experience in developing Direct Marketing campaigns to play a key role in servicing one of Agency Republic's most important clients.

They should have around 4 years experience. They must be hard working, motivated and take direction well.

Experience working with large Direct Response campaigns (this is a large part of the role) and an eye for detail is essential.

The Role

Lead Creative on Vodafone. This will involve:

- Developing Digital Direct Marketing creative concepts for large scale campaigns executed in:
 - Direct Response banners (standard and rich media)
 - Emails and landing pages
 - Website
- Enhancing existing creative – making the ideas work harder
- Developing brand and brand response work for Vodafone across all digital channels (display/ web and social)
- Working with writers within the existing creative department.

Developing campaigns across the range of Clients within Agency Republic (Nivea/ Activia/ Danone/ Cancer Research/ COI). This would include:

- Rich media brand communications
- Social campaigns
- Sites/ games/ etc

Your Experience

You will have great Direct Marketing experience, either in an Integrated or Digital agency. You will have worked on large scale Direct Marketing campaigns online developing concepts that work across banners/ landing pages/ emails etc.

Pure play digital experience is not essential though you will have worked in this channel and want to have exposure to more digital briefs.

Your Package

- Competitive salary
- 25 days holiday
- Private medical insurance, including reduced gym membership
- Free personal financial advice from Independent Financial Advisors which includes salary sacrifice for personal pension plans and mortgage advice
- Membership to Ride2Work scheme which includes up to 40% savings on bicycles and equipment
- Childcare vouchers
- Travel Loan

We can also offer you a great environment to work with passionate people in a dynamic and highly successful agency. There's good training, continual mentoring and a structured career development programme.

Agency Republic is totally committed to equal opportunities. www.agencyrepublic.com

