

Job title: SOCIAL ART DIRECTOR

### Core information

<b>Location:</b> London head office ▾	<b>Lines of business or shared capability area:</b> John Lewis
<b>Reports to:</b> Senior Social Art Director	
<b>People Management:</b> No ▾	
<b>Assignment Management:</b> No ▾	
<b>Partnership Level:</b> Partnership level 7 ▾	<b>Manager's Partnership level:</b> Partnership level 6 ▾
<b>Number of direct reports:</b> N/A	<b>Partnership level(s) of direct reports:</b> None ▾

### About the John Lewis Partnership

The Partnership is the UK's largest employee-owned business and home to our two well-loved retail brands – John Lewis and Waitrose, as well as expanding into new areas beyond retail.

We aren't an ordinary business, though. The Partnership is different because everyone who works here isn't just an employee. We are Partners, with a shared responsibility for our success, and we share the rewards when we're successful.

Everything we do is powered by our unique Purpose: **Working in Partnership for a happier world.** Our Purpose inspires our principles, drives our decisions and acts as our guide, so that everything we do contributes to Happier People, Happier Business and a Happier World.

### Critical purpose of the role

As the Social Art Director you are someone who is never short of creative ideas and the drive to bring them to life, with a strong understanding of what makes successful social content. As an Art Director, you'll ensure every brief is executed to maximise commercial impact and align with our brand standards, seamlessly reflecting our brand's creative vision. Reporting into the Senior Social Art Director and with direct partnership with the social team, you'll have a background in social-first art direction, with specific experience in either fashion, beauty or home.

Working at pace with the social marketing team, you'll deliver innovative content across multiple categories including Womenswear, Menswear, Beauty, Home and Tech, as well as adapting seasonal brand campaigns.

You will work to create content that is imaginative, thoughtful and brand building while being true to the brand's visual tone of voice, and best practices for social content. You'll have a solid understanding of the nuances of social platforms, which will underpin all of your creative output. The Social Art Director is a true 360 creative who is equally confident concepting through to self shooting, editing and generating social first graphics. You are aware of cultural moments, have impeccable taste levels, and are curious by nature. You are able to understand key social metrics and use reporting and insight to inform future work.

<b>Primary Outcomes &amp; Accountabilities</b>	<b>Measures of success</b>
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| <ul style="list-style-type: none"><li>- Develop daily content and campaigns that resonate with our online community, drives social engagement, and fits into brand tone of voice</li><li>- Learning from previous projects, reviewing key metrics and adapting creative to generate further engagement</li><li>- Work as part of a broader team consisting of social marketers and the wider content and creative team</li><li>- Keep up to date with global cultural and social trends as well as industry nuances to create innovative ideas and concepts</li><li>- Working cross functionally with the wider creative team to adapt campaigns for social media</li><li>- Maintain quality of work across all platforms ensuring it is to a high standard and consistent with brand tone of voice</li><li>- Research and present trends within social media including possible collaborators and technology that could deliver content</li><li>- Develop and deliver social content from concept through to post-production. Overseeing each step of the process at pace and ensuring it is brand appropriate</li></ul> | <ul style="list-style-type: none"><li>- Works effectively as part of a wider social and creative team</li><li>- Delivers both original creative concepts and brand appropriate takes on social trends</li><li>- Fulfils the brief and achieves social reach, engagement and other KPI's</li><li>- Hits deadlines without sacrificing quality</li><li>- Elevates the quality of work on our social media channels and maintains a clear on brand point of view to provide a cohesive customer journey that is distinctly John Lewis</li></ul> |
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## Skills

- **360 creative expertise** - A well-rounded creative who can concept as well as deliver touching every aspect from shooting through to editing
- **Strong creative expertise** - A self shooter who is proficient in creating visually appealing video and graphic treatments
- **Proactive and able to deal with ambiguity** -
- **Action and solutions focused** - Action and solution driven with an ability to work cohesively in a team
- **Naturally curious** - Curious by nature you are always looking for inspiration and on top of social media trends as well as wider cultural trends
- **Strong organisation and time management skills** - Highly organised with good time management, and able to juggle multiple projects at pace
- You can take any branded content and spin it into a socially engaging asset
- **Great communication and storytelling** - Are a natural storyteller who is able to select and direct the right team to bring your vision to life
- Have a confident point of view and balance this with the ability to listen and adapt to business needs
- **Attention to detail** - Have a strong eye for detail and impeccable taste levels
- Positive outlook
- **Agility** - Have an agile approach to how you work, you can ideate quickly, then move to design/shoot/video then layout and delivery at pace
- An ability to understand key social KPI's and use this to shape your creative work for effectiveness



### Qualifications & Experience (where applicable)

#### Essential

- Proven experience in art direction and content creation for social media
- Adobe Premier, Adobe After Effects, Adobe Creative Suite, Final cut pro, Google Docs, Sheets, Slides, TikTok, Instagram, FB, Pinterest
- Knowledge in camera operations, including lighting as well as post production including editing, grading, graphics and sound
- A portfolio showing social first work ideally within the fashion, beauty or lifestyle industry

#### Desirable

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V1.0	Megan Heint	12/11/24