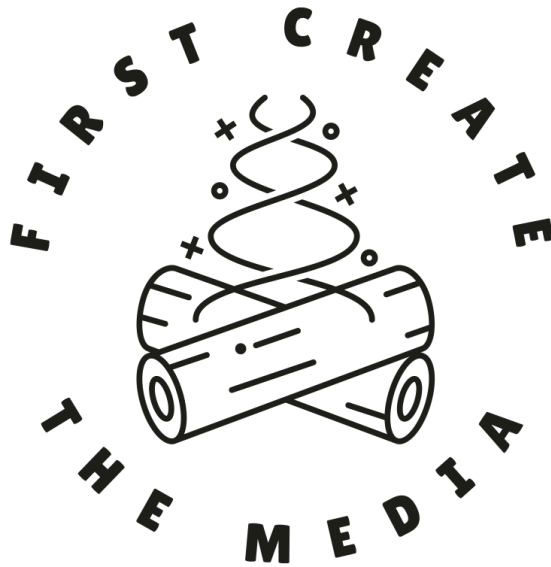


HEAD OF CREATIVE (MATERNITY COVER)

ROLE PROFILE



OCTOBER 2026

Head of Creative (maternity cover)

Location: Home-based working, attending in-person team meetings in the UK approx. twice per year

Line Manager: Chief Creative Officer, Kat Arney

Hours: 4 or 5 days per week, depending on your preference

Salary: £45-£50,000 FTE (or pro rata equivalent if part time)

Contract: Maternity cover - 13 months fixed term contract. Preferred start date 1 February 2026.

Holiday entitlement: 23 days per year, plus English bank holidays, for full time employees or the pro rata equivalent if part time.

UK Residency: You must have the right to live and work in the UK and be considered resident in the UK for tax purposes to take up this role.

Equal opportunities: We believe in the importance of equity, diversity and inclusion, and are an equal opportunities employer. We are determined to ensure that no applicant or employee receives less favourable treatment on the grounds of gender, age, disability, religion, belief, sexual orientation, marital status, or race, or is disadvantaged by conditions or requirements which cannot be shown to be justifiable. If you'd like to see our Equal Opportunities policy, please let us know.



Job purpose

The Head of Creative provides strategic communications leadership for our clients – primarily life science product and service providers and research institutions – developing the strategies and content programmes that help them achieve their goals.

You will play a central role in defining the quality, direction and impact of our creative output, planning and delivering content, and contribute actively to the agency's business development and growth.

You will also lead on strategic engagements – from messaging and positioning projects to channel strategy, content planning and brand development – as well as taking creative ownership of content delivery across multiple client portfolios.

Main accountabilities

Creative lead and content delivery

- Take creative ownership of multiple projects running on simultaneous or overlapping timelines
- Understand our clients' needs and challenges through regular editorial/catchup meetings
- Lead the creative planning and delivery of written work with in-house team / freelancers / partners, including developing and executing original ideas and concepts
- Create briefs/outlines for deliverables such as marketing assets, blogs, thought leadership, white papers, press releases, reports, conference assets, and social media campaigns (primarily LinkedIn)
- Contribute to content creation, including searching for and selecting relevant information, interviewing expert sources, planning and writing content



requiring minimal editing, editing work produced by others, and ensuring its quality, accuracy and appropriateness

- Edit and sign off content for release and acting as internal quality control with our in-house and freelance creatives, adhering to our high quality standards and giving constructive and guiding feedback where needed
- Ensure your own work, and that of your creative delivery team and any contractors, is delivered on time and within budget
- Work constructively and transparently with AI tools where they are useful to support the efficient production of high quality, accurate work - read more about [how we use AI tools at First Create The Media](#)
- Strict adherence to our internal processes and tools, including project management software, daily time tracking, forward resource planning and fortnightly project updates
- Work together with the Chief Creative Officer, project management team and creative team to schedule and prioritise day-to-day activities to ensure delivery standards and deadlines are met
- Plan and measure whether content produced meets its intended aims, purpose and audiences/KPIs and report back to the client and project team
- Work proactively with clients and the project team to reach solutions that address challenging or unexpected situations such as changing priorities, tight deadlines or misalignment on deliverables
- Work with our partner agencies on joint projects as required
- Keep your knowledge of the life sciences sector and trends in creative content and strategies up to date, particularly areas relevant to our client base



Strategic communications

- Lead strategic communications engagements for clients, developing messaging frameworks, value propositions, positioning statements and brand narratives that define who they are and what they do
- Conduct audience mapping and segmentation to define how to reach and engage key stakeholders
- Develop channel strategies with evidence-based recommendations, drawing on in-depth knowledge of how to maximise performance, reach and engagement on each platform
- Create content strategies and integrated comms plans, generating campaigns and content programmes grounded in client strategy and messaging, planned out over time with a clear rationale for what to produce, when and why
- Develop tone of voice guidelines and brand communications frameworks, ensuring consistency and coherence across all client materials
- Facilitate strategic workshops and working sessions with multiple client stakeholders, designing and leading structured activities that surface insight, build alignment and generate actionable outputs
- Audit existing communications assets – including websites, LinkedIn profiles and marketing materials – identifying gaps, opportunities and strategic recommendations
- Lead website strategy and copywriting projects, structuring content architecture and developing copy that serves both user needs and business objectives



Teamwork

- Be an active part of our close-knit remote team, participating in daily standups and other meetings, online social activities and in-person team meetings
- Support, motivate and inspire in-house and contractor writers and creatives
- Share your skills and expertise with the Creative team
- Promote your and your colleagues' best work to the agency and the wider world to help recognise their achievements and celebrate success

Agency success

- Contribute to the development of processes and tools that drive high-quality content creation that delights our clients
- Help identify business opportunities and secure new clients
- Help shape and define the scope of creative service proposals based on client discovery calls, translating client ambitions into clearly defined deliverables and creative workstreams, including an informed assessment of creative resource required
- Seek opportunities to develop new work with our existing client portfolio
- Support the production of our own agency marketing content as required
- Act as a champion for our values and brand

This list is a summary of the main accountabilities of this role and is not exhaustive. You may be required to undertake other reasonable duties from time to time.

As a fully remote employer, we offer our team the opportunity to work while travelling abroad for limited periods of time as long as their permanent residence remains in the UK. Please ask if you would like to see our Travelling While Working policy.



Success measures

- Delivering high quality strategic and content work on brief, on time and on budget that delights our clients
- Effective and positive working relationships with clients, colleagues, contractors, and external partners
- In-depth understanding of our client portfolio and the wider life sciences landscape

Behavioural competencies

- Strategic thinking and the ability to translate complex client needs into clear communications frameworks and plans
- Delivering a high-quality client-focused service
- Excellent written and oral communication skills in English
- Planning, organisation and prioritisation
- Ability to work effectively as part of a team and handle multiple projects and deadlines
- Openness to learning and change
- Negotiating and influencing
- Forward-thinking consideration of wider business and client strategy



Knowledge and skills required for this job

Priorities:

- Bachelor's degree (minimum) or MSc/PhD (preferred) in a life sciences field and a good knowledge of the life sciences sector
- Proven experience in developing strategic communications/content for life sciences clients, including messaging frameworks, positioning, channel strategy and content planning across B2B, investor, funder and research audiences
- Excellent writing and editing skills and the ability to research, synthesise and present complex scientific information clearly and compellingly for a range of audiences
- Proven ability to facilitate client workshops and strategic working sessions in person and online, with the confidence to lead senior stakeholders through discovery and alignment processes
- Ability to critically analyse scientific source material and judge its relevance and strategic value
- Knowledge of digital communications channels – particularly LinkedIn – including how to develop and execute strategies that drive engagement and measurable outcomes

Advantageous:

- Experience of developing AI tools and workflows for planning and producing high quality science-led content
- Experience working with Canva or other design software to create simple images and graphics for social media



- Experience working in a life sciences communications / marketing agency or within an in-house communications / marketing team at a life science company or organisation

About First Create The Media

First Create The Media is a multi award-winning communications and marketing agency for the life sciences. We help great scientific innovations – and the people behind them – get the attention they deserve.

We combine deep science knowledge, strategic expertise and broad comms and marketing experience with friendly, flexible support to help pioneering life science companies and research organisations stand out from the crowd.

We work with a range of innovative companies and research organisations across the life sciences, from biotech/techbio startups and scaleups to established product and service providers, national research institutions, and global companies.

Who we are

We're a team of smart, talented people who can sniff out a story, create compelling messages and turn complex science into clear communications for a range of audiences. At First Create The Media, we believe that it's not enough to do great science. It needs context, clarity and a coherent story to make an impact and attract the right kind of attention.

Our values

All the things we do and the decisions we make are led by our values, which have remained the same since the very first days of the agency.

- **Quality** Great science deserves great communication - we pride ourselves on doing every job well and delighting our clients



- **Understanding** We understand our clients' needs and their science, and we only work with organisations that understand the value of communication
- **Integrity** We're a no-nonsense company - we're not buying it, and we're not selling it either
- **Respect** We treat everyone who works with us with respect - whether staff, contractors or clients – and we expect it in return

[Explore our website](#) to learn more about who we are and what we do.

First Create The Media

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