



Job Description

Creative Executive

- Full-Time (37.5 hours per week)
- Salary according to skills and experience
- Hybrid Remote & London-office based (Will consider a home-based person who can occasionally travel to our office, if beyond reasonable commuter distance)

Role Purpose

The Creative Executive is responsible for producing and managing creative assets across LumoTV's PR, social media, and internal communications. The role combines hands-on creative production with coordination of external designers, photographers, and filming crews to ensure consistent, high-quality visuals that support LumoTV's brand identity and programme campaigns. The Creative Executive brings ideas to life through design, video, and photography, helping LumoTV engage audiences and strengthen its visual presence.

Key responsibilities:

- Design and produce creative assets, including trailers, posters, digital ads, social graphics, and reels.
- Adapt campaign materials for different platforms and media requirements.
- Collaborate with the Communication Executive to deliver engaging social-first creative formats.
- Ensure brand consistency by maintaining LumoTV's visual identity and brand guidelines.
- Contribute to ideation and innovation in campaign and promotional creative.
- Provide creative input and support for press events, premieres, and activations.
- Film and edit short-form video for internal announcements, behind-the-scenes content, and social media campaigns.
- Capture photography where possible for events, promotional use, and internal communications.
- Liaise with external photographers during location shoots and commissioned programme filming.
- Coordinate with freelance or agency graphic designers on programme posters, campaign visuals, and branding collateral.
- Collaborate with filming crews for larger video productions, including trailers, promo reels, and event coverage.
- Maintain an organised library of creative assets and ensure timely delivery for campaigns.

Person specification

Essential:



- Proven experience in graphic design, video production, or multimedia within media, creative industries, or related fields.
- Strong skills in design software (e.g., Adobe Creative Suite or similar tools).
- Experience producing digital and social-first creative content.
- Ability to manage photography and video shoots, including hands-on filming and editing.
- Strong visual storytelling skills and attention to detail.
- Ability to adapt creative assets for different platforms and formats.
- Excellent organisational skills with the ability to manage multiple projects and deadlines.
- Collaborative mindset and ability to work closely with colleagues and external partners.
- High level of IT literacy, particularly related to MS Office packages.
- A British Sign Language user or, if not, a willingness to learn
- An interest in LumoTV programmes

Desirable:

- Experience working in broadcasting, television, or entertainment industries.
- Knowledge of brand identity management and campaign creative development.
- Familiarity with live event coverage and on-location production.
- Skills in motion graphics, animation, or interactive content.
- Familiarity with Asana project management software.
- Passion for television, creativity, and innovative audience engagement.
- Experience of living or working in the Deaf community.

Additional Information

Employees are also required to comply with all LumoTV policies and relevant legislation.

This is a description of the job as it is presently constituted. It is the practice of LumoTV to examine job descriptions from time to time and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are being proposed.