



CREATIVE LEAD / REMOTE WORKING / SALARY TBC

If you are an experienced **Creative Lead**, looking for a rewarding new challenge, then this is the perfect opportunity for you to join an innovative, rapidly expanding organisation.

The Method are an award-winning learning and development business, working with brilliant clients. We have developed a unique, immersive patient experience designed to help people working in healthcare to really understand what it is like to live with a condition or disease.

This powerful around-the-clock immersive experience uses a blend of technology and live interaction to deliver visceral insight into patients' lives, measurable increasing empathy, and knowledge. Our multi award-winning simulation has been delivered in more than 55 countries and is growing rapidly as we develop more and more disease areas.

We are looking for a talented individual to lead on the creation of a range of new immersive patient experiences. We have a long list of therapy areas we want to develop and need a creative and committed person with exceptional writing skills and a sense of fun to develop our portfolio in this fast growing business.

This is a truly incredible (and challenging!) role. You will genuinely be working on something entirely original, and have the opportunity to shape this unique programme as we continue to discover its potential.

What's on Offer?

- Highly Competitive Salary based on experience
- Remote Working – with occasional travel into London as the business requires
- Private Healthcare cover on successful completion of probationary period

Key Responsibilities of the Creative Lead:

- Leading on the development of new A Life in a Day programmes across multiple therapy areas
- Undertaking research and conducting interviews with patients, healthcare professionals and caregivers to really get to grips with what it is like to live with the burden of disease
- Facilitating creative sessions with a range of internal and external stakeholders to identify engaging ways we can bring a therapy area to life through the A Life in a Day programme
- Developing the content for the experience and fusing the different elements to create a compelling and engaging immersive journey; Writing the interactive challenges delivered via our mobile App, Writing role play scripts, Identifying physical props to enhance the experience
- Mapping consequence pathways for interactive app and upload and publish them into the app (no specialist technical skills required – just a willingness to learn)
- Testing and testing and testing the experience to ensure it's emotive, challenging and practical – and collating and integrating feedback from other testers to make sure it is perfect
- Collaborating with clients to both understand their goals and to share progress as we build new programmes

Skills & Experience Required:

- Must have professional writing experience – ideally something that demonstrates creativity and the ability to engage an audience (copy writer, journalist, script writer, games writer, med comms etc)
- Creative experience – evidence of something you have successfully created that has engaged and enthralled people
- Experience working with interactive games – whether this is experience in gaming industry, theatre, training industry or personal projects

- Willingness to engage with technology. You will have to work closely with the software that controls the App. No programming skills required, but must be confident engaging with tech
- Some experience working with corporate stakeholders is vital. Experience working in healthcare and or the pharmaceutical industry would be hugely beneficial but not essential.
- Project management skills will be extremely beneficial. We know that isn't traditionally the role of the creative – but you will have to be exceptionally well organised to manage the development of a complex experience.
- Energy and enthusiasm to be an integral part of a small but very dedicated team
- Work from home independently with ability to integrate with core teams within the business – we are a remote business, with occasional need to travel to London
- Work flexible hours – we have global clients that may require us to contact them outside of normal business hours.
- Plan and reprioritise workload based on client/internal requirements
- Communicate effectively with multiple stakeholders (internal and external to the business)

What's Next?

If you have the creative flair we are looking for and ready to shape the future of this exciting new programme, then we want to hear from you! APPLY TODAY and lets discuss this amazing **Creative Lead** opportunity further.