



# Digital Creative (Brands)

Tommy London

Permanent Opportunity

1 May 2018

## Digital Creative (Brands)

### WE ARE TOMMY, ARE YOU?

Are you the big-idea type who lives in brainstorming and thrives on conceptualizing for your beloved brand clients? Can you envisage cutting edge digital experiences that make sense and feel right and then shepherd them through the creative process to dazzling results?

If so, you might be the best woman or man for this job. We are looking for an experienced Digital Creative with a focus on brands to join our talented global team in the London office. We seek someone who shares our love for ideas, our fondness for creative technology, and our commitment to successful delivery of award-winning projects for the likes of **Tesco Mobile**, **Amazon Video**, and our other burgeoning brand clients.

This is a unique opportunity for the right candidate to get stuck into challenging briefs from great clients as we expand our brand-focused client base. We seek someone to love our existing clients and get excited about pitching for new ones in equal measure.

### RESPONSIBILITIES

Our new Digital Creative will devour briefs and bring the ideas that resonate with our brand clients and their audiences. The ideal candidate will be passionate about digital marketing and have an inherent understanding of how to add value to a client's communications. She or he will also love a pitch and relish the creative ideation process.

Daily, our Digital Creative will be expected to:

- Lead the creative ideas portion of our project and pitch processes for brand clients
- Conceptualize and create key visuals
- Come up with creative treatments and concepts in response to briefs and RFPs
- Write up creative rationales for pitches and presentations
- Meet with clients in person to pitch new ideas, to represent Tommy in workshops and inter-agency campaign meetings, and to generally impress clients and partners with creativity and brilliance
- Oversee creative projects in studio to ensure we maintain integrity and avoid drift
- Liaise with Producers to influence estimates, project plans, client amends, and the overall direction of studio production and build
- Help to shape and improve our creative ideation, brainstorming, and pitch processes – a task that is never complete as we can always learn and grow
- Possess an understanding of our brand clients' marketing objectives, strategies, processes, and preferences as relevant to the work we propose
- Play an active role in hiring and mentoring junior members of the creative studio
- Assist in vetting and overseeing the good progress of work by freelancers including copywriters, IA, UX, developers, motion and graphic designers



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## SKILLS AND EXPERIENCE

The following skills and experience will set the successful candidate apart from the rest. We will only consider applicants with high scores against this list of essential skills and qualifications.

### Essential skills

- The ability to ideate and conceptualise for projects and campaigns
- A strong portfolio of digital advertising campaigns and interactive experiences including web, mobile, social media, video, and real world activations
- The ability to us distill creative briefs from client and strategic briefs
- Strong copywriting skills – at least to provide indicative or suggested copy
- Thorough understanding of web development technologies, social content creation, online advertising specifications, and design lifecycle
- Ability to interpret creative communication between clients and the studio
- Excellent verbal, written, presentation, and interpersonal communication skills with the ability to write outstanding proposals and briefs
- Strong organizational, conflict-resolution, and critical thinking skills
- Positive interpersonal, communication, and team-player skills including but not limited to having a sense of humor
- Effective team management capabilities, including the ability to delegate appropriate tasks to maximize efficiency

### Qualifications

- Proven experience working as a Creative at a senior level in the digital creative advertising industry
- Demonstrable brand experience is essential – specifically with consumer/FMCG, telecoms, automotive, and entertainment brands
- An undergraduate degree or equivalent industry experience

## GET IN TOUCH

If you think you've got the skills, talent, and style to be our new Digital Creative for Brands, get in touch with us at [Work@thisistommy.com](mailto:Work@thisistommy.com). Send your CV and portfolio along with a cover letter email explaining why you are the best person for the job.

We're committed to furthering equality and diversity in the creative industry, so we'll be especially happy to see applications from underrepresented backgrounds.

Local applicants legally allowed to work in the UK and able to work in our London office only, please. If you're a recruiter, please don't call us. We'll call you.