



## HARRIMANSTEEL JOB DESCRIPTION **CREATIVE DIRECTOR**



### **LINE MANAGEMENT**

ECD's Julian Harriman-Dickinson, Nick Steel and MD Leah Forsyth-Steel

### **ABOUT US**

HarrimanSteel is an independent brand experience agency who specialise in bold ideas that ignite emotions and trigger consumer behaviour.

We call this the "Art of Selling". Pivotal to our business is developing strategic creative solutions that move the dial, and then crafting the output with meticulous precision, passion and care. We challenge our staff to think laterally, to exceed expectations and to always deliver best in class.

### **ROLE OVERVIEW**

The Creative Director role at HarrimanSteel BV is a balance between creative leadership, design engine and directorial management. Working under both ECD's, your role will see you primarily lead the Amsterdam creatives, to challenge the team to create the best results, to strive for innovation, craft and to think strategically about how their work can be effective in the real world.

You're passionate about culture and the lifestyle brands we work with and you'll understand how to change your shoes from Nike to TOMS, depending on the client - you'll be able to speak their language, understand their unique objectives and oversee the creation of work that blends seamlessly with the brand - whilst pushing the dial.

You will have a natural aptitude to thinking about how brands land themselves within culture, demonstrating excellent creative instincts, and an instinctive understanding of marketing and communications strategy (even if not the specific science). You will seek to push the boundaries of each project you undertake to achieve the highest creative marketing standards.

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## CREATIVE DIRECTOR

### ROLE OVERVIEW CONT.

You will have 8-10 years experience within a creative studio, with exceptional client communication skills, team leadership experience and passion for detail and craft in all creative that is generated. You will be expected to attend client meetings, co-author and deliver compelling presentations that sell the vision, and oversee the team in delivering against this.

In addition, you will be responsible, alongside the management team, for further defining and curating a unique voice and point of view for HarrimanSteel in Amsterdam.

We believe the role is an exciting opportunity for the right person to take up the mantle and further shape our growing business in Amsterdam. You'll value and champion our internal culture, whilst not taking your eye off the prize - the opportunity to become the leading brand experience agency in Amsterdam.

### CREATIVE RESPONSIBILITIES

**H** \_Attend client meetings alongside your team - be this in a café, on a cycle ride or in an office. We're not too choosy how we take a brief, we just like to know we're getting to the heart of the business problem before we come up with the solution.

\_Interrogate the brief - ask the right questions and take the time to understand the client's business problem - the Creative Director should be sympathetic to the client's business needs and have a strong belief in HarrimanSteel's ability to become a trusted advisor to these (rather than a service provider).

\_Lead the creative response to all briefs - define the creative vision and concepts, delegate to the team members - and work with your ECD's to see this aligns with the HS approach.

\_Be responsible for the progress of the project creatively- checking in and working with the design team to make sure we're delivering against the brief and offering the best solutions possible.

\_Thinking around briefs spotting potential opportunities for further development and new work with the client.

\_Take on board the 'bottom up' ethos of HarrimanSteel's approach to projects- working with management to plan the strategic response to each brief.

\_Be responsible, alongside the EP and AM's, that projects are delivered to the highest standard and quality, whatever the medium.

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### CREATIVE RESPONSIBILITIES CONT.

\_Help to contribute and shape how we measure our work's impact. We want to develop a meaningful business partnership with our clients not just be seen as executional services.

\_Present our creative work with passion and enthusiasm to clients - you will be the face of the studio's creative and your presentation style is key to its success.

### PROFILE

\_8+ years experience and 1-2 years in similar role.

\_You're a creative leader and a multi-disciplinary talent: able to turn your hands to a broad application of creativity and lead others.

\_Wide experience of and passion for all kinds of design and creativity, with specific experience across digital and retail environments.

\_Proven, solid experience in concepting, planning and directing campaign shoots covering photography and film.

\_Confidence developing creative strategy that is fit for purpose - driving effectiveness through creative, that achieves our clients objectives.

\_Sophisticated knowledge of the craft skills of design and art direction.

\_Creative success working in collaborative and multi-functional teams.

\_Proactive and independent, with high attention to detail.

\_Excellent organisational, communication and time management skills.

### ROLE REQUIREMENTS

\_Deliver pioneering work from yourself and others who work with you.

\_Experience and confidence working on a broad variety of projects, including social & digital content & planning, art direction for print & film, spatial, retail environments, exhibitions & events and 360/omni-channel campaign thinking.

\_Strategic creative thinker - not just design for design's sake.

\_Nurture and support professional growth of team members.

\_Achieve high level of internal and external satisfaction.

\_Listen and respond to creative briefs, understanding if and where there are gaps.

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## **CREATIVE DIRECTOR**

### **TO APPLY**

To apply, please email [hallo@harrimansteel.com](mailto:hallo@harrimansteel.com) with the subject line CREATIVE DIRECTOR APPLICATION and please supply the following:

- \_Email with brief outline why you are applying
- \_CV PDF with outline of relevant experience & technical skills
- \_Portfolio PDF (low res) or link to portfolio website

Due to the number of applicants, only applicants who will be invited to interview will receive further communication.

### **TERMS**

Salary by negotiation, to start with a 12 month contract

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