

HARRIMANSTEEL JOB DESCRIPTION

Social Impact Lead

LINE MANAGEMENT

Creative Director and ECD's

ABOUT US

HarrimanSteel is an independent creative agency founded in 1999 based in London + Amsterdam. We believe creative thinking will inspire change by affecting culture and challenging convention. We partner with like-minded visionaries, redefining the questions brands should be asking to make a positive and measurable impact.

We develop strategic and creative solutions and craft our ideas with meticulous precision, passion and care.

We challenge our staff to think laterally, to exceed expectations and to always deliver best in class. Our clients include Nike, Jordan, Patagonia, TOMS, Intersport, Uber and more...

ROLE OVERVIEW

We are currently looking for a **Social Impact Lead** to join the team in Amsterdam. We require an ambitious and creative thought leader, someone that can lead conversations around social-led impact work, across channels – from strategy to campaign creative, audience behaviour, copy and much more.

You will need to be a passionate and creative thinker with a strong copywriting / creative strategy background. You , must have experience in the field of social-led impact work (people, places and planet). The role will require you to lead senior client conversations, working alongside other agency partners and experts. Ideally you will come from creative business or agency background, having worked with international clients.

You will join a close knit team of passionate and creative thinkers and will be the key strategic and social lead. From both a cultural and strategic stand point – you will lead and drive the conversation with agency partners, client and be expected to deliver best in class copy and creative thinking in equal measure.

Your principal responsibilities for this position will include leading a project team, strategic thinking, idea generation and copy development. You will work closely with account directors, and be reporting to the CD and/or the ECD's where required.

The ideal candidate will be the creative driver for all of HS impact led work for one core client defining the approach and direction that the HS business will adopt, in partnership, moving forward.

CREATIVE RESPONSIBILITIES

- A true all-rounder with a mastery of creative strategy and copy.
- Be an inspiring team lead, a supportive and motivating social-impact champion
- Work alongside AD/CD to push and challenge clients' requirements.
- Collaborate with senior creatives, external freelancers, illustrators, copywriters etc. to help them deliver against the brief.
- Lead brainstorming/creative sessions to generate future ideas.
- Write and design unique and well-crafted copy that meet clients' needs as well as our own.

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- Support the development of content, creating client facing presentations, providing quality feedback to the team.
- You will be client facing and must be competent in presenting and articulating yourself and your ideas.

ROLE REQUIREMENTS

- Minimum 8 years agency (or similar) experience, working with lifestyle, tech & cultural clients - we are **not** looking for traditional advertising creatives. A planning background, journalistic background would be a bonus
- Strong communication skills, with ability to articulate your thinking in fluent English, in both written and verbal presentations.
- Confidence presenting your work with passion and enthusiasm.
- Collaborative work approach with the broad team, whilst possessing strong ability to work autonomously.
- Have the ability to immerse yourself in a brand and understand the nuances of how they manifest/communicate/engage with their audience.
- Must be passionate about shifting the dial in culture through your work, whilst obsessing the audience experience.
- To be up-to-date on all the latest sustainability and social-led impact trends / topics.
- Must be progressive in their thinking and aware of digital, social and cultural platforms.
- Must be organised with excellent time management skills.
- Must be able to build, deliver and oversee presentations documents.
- One of the key goals of this role will be to help us grow one core client, by identifying opportunities and areas that the client is currently not addressing. By becoming a trusted partner and ultimately an extension of the clients internal Social Impact / Marketing team.
- Although you will predominantly be working on one core client you will also feed into the wider business. Sharing your POV on other client work and opportunities.

OPPORTUNITIES

- The chance to collaborate with a broad team of creatives in our growing Amsterdam studio and to apply your talent across the myriad of work for international clients.
- Real opportunity to own and grow your talents within a highly creative business.
- Our clients are global, this job will include periodic travel abroad and calls with different time zones where necessary.

TO APPLY

To apply, please email jobs@harrimansteel.com with the subject line SOCIAL IMPACT LEAD APPLICATION and please supply the following:

- Email with brief outline why you are applying
- CV PDF with outline on relevant experience and references
- Links to portfolio/ personal website

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

TERMS

Salary DOE, to start with a 7 month contract