

HARRIMANSTEEL JOB DESCRIPTION

Creative Director

LINE MANAGEMENT

ECD's Julian Harriman-Dickinson and Nick Steel

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 through the lens of creativity and the power of creative thinking. 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. We are a creative first agency and this is an exciting time for us, new faces, new clients with real opportunity to inspire and implement change.

Our clients include Nike, Allbirds, Patagonia, Intersport, Girl Effect, Intersport, Uber and more...

You Must... Think Conceptually, Have an Appetite for Risk, Be Playful , Be Human, Be Strategic, Be Collaborative, Deliver Craft.

ROLE OVERVIEW

We are currently looking for a Creative Director to join the leadership team in Amsterdam,

We require an ambitious creative thought leader, someone that will help us grow our influence globally. You will be responsible for coming up with ideas and strategies that capture audience's attentions, inspire behaviour change and drive our clients business growth and saliency.

We believe the answers are easy if you ask the right questions, this is where you come in. You will need to be a passionate and creative thinker with a strong copywriting / creative strategy background. The role will require you to lead senior client conversations, working alongside other agency partners and experts. You will come from the creative industry with a solid agency background, having worked with international clients, start-ups and challenger brands alike.

You will join a close knit team of passionate creative thinkers and will be the key creative lead across the whole business. From both a cultural and creative stand point – you will lead and drive the conversation with agency partners, clients and be expected to deliver best in class creative thinking. You must be an advocate of creativity as a force for good and the power of creative thinking to drive positive social impact through partnering with our clients.

Your principal responsibilities for this position will include leading the creative team, strategic thinking and idea generation. You will work closely with our creatives, refining and defining client briefs. Working closely with our senior leadership team which you will be a part of and will report into the Founders where required.

The Creative Director role at HarrimanSteel BV is a balance between creative leadership, mentor and directorial management. Working under both Founders, your role will see you primarily lead the Amsterdam creatives, to challenge the team to create the best work they have done in their lives, to strive for innovation, challenge the status-quo and to think strategically about how their work can be effective in the real world. It is essential that you have stellar communication, presentation and problem-solving skills. One of the biggest parts of your role is to mentor and light the touch-paper and inspire the rest of

HARRIMANSTEEL JOB DESCRIPTION

the creative team to surpass their own expectations, continuing to build on the strong creative culture within the agency. You will have polished soft skills that enable you to inspire creativity and work well with different personality types — bringing the best out of each of the team.

You will have a natural aptitude to thinking about how brands land themselves within culture, demonstrating excellent creative instincts.

You will have 10+ years experience within a creative agency/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 and beyond.

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.

CREATIVE RESPONSIBILITIES

- **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 briefs on, we just like to know we're getting to the heart of the business problem before we come up with a solution for it.**
- **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, prod, steer, encourage the team members - and work with the Founders to see this aligns with the HS approach.**
- **Thinking around briefs spotting potential opportunities for further development and new work with the client.**
- **Be responsible, alongside the Client Services team, that projects are delivered to the highest standard and quality, whatever the medium.**
- **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. Helping frame the conversations.**
- **Present our thinking with passion and enthusiasm to clients- you will be the face of the agency's creative and your presentation style is key to the success of this.**
- **Have an intuitive and human response to briefs and challenges. Keeping ideas grounded and inspiring, by always asking why consumers "should give a shit"**

PROFILE

HARRIMANSTEEL JOB DESCRIPTION

- **10+ years experience and 2-4 years in similar role.**
- **You're a creative leader and 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, social and experiential.**
- **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.**
- **Strong Creative Copywriting skills.**
- **Sophisticated knowledge of the craft skills of design and art direction.**
- **Creative success working in collaborative and multi-functional teams and partnerships.**
- **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, art direction for print & film, spatial, retail environments, exhibitions, experiential & events and 360/omni-channel campaign thinking is a must.**
- **Strategic creative thinker**
- **Nurture and support professional growth of team members. As a mentor you will get more satisfaction from seeing your team succeed than personal plaudits**
- **Achieve high level of internal and external satisfaction.**
- **Listen and respond to creative briefs, understanding if and where there are gaps.**
- **Must be outgoing, ambitious, enthusiastic, an eternal optimist and a passionate individual.**
- **You realise your job is to grow your team, not just a percentage on a spreadsheet. Releasing the handbrake. The team are given your trust. They are encouraged to fly. And they do. As they grow, the business duly follows.**
- **Collectively creating a space where we thrive.**
- **Focus on growing influence. Influence comes from the relentless curiosity for new, better ways. You must believe that one idea can change everything. Be small. But don't play small.**

TO APPLY

To apply, please email jobs@harrimansteel.com with the subject line **CREATIVE DIRECTOR APPLICATION** and please supply the following:

- **Email with brief outline why you are applying**
- **Why HarrimanSteel**

HARRIMANSTEEL JOB DESCRIPTION

- **CV PDF with outline on relevant experience,**
- **Portfolio PDF (low res) or link to portfolio website(highlighting specific projects of note)**

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

TERMS

Salary by negotiation and based on relevant experience, to start with an initial 12 month contract but if you are the one, we will want you for the long term to help make this agency all that it can be.

INCLUSIVITY & DIVERSITY

Diversity and inclusion are core principles of HarrimanSteel.

We are committed to this in our thinking, ways of working from the people we hire, the partners we bring on board and the work we create. Ethics and inclusivity are at our core as an agency and our belief that creative thinking can deliver the positive change we all want to see.

QUOTE

"Don't bend; don't water it down; don't try to make it logical; don't edit your own soul according to the fashion. Rather, follow your most intense obsessions mercilessly."

— Franz Kafka