Experiential Marketing Creative Director- Copywriting/Strategy/Ideation

Remuneration:	negotiable cost-to-company
Location:	Joahnnesburg, Sandton
Education level:	Degree
Job level:	Mid/Senior
Type:	Permanent

A Popular Bunch is a full-service **experiential agency** based out of Johannesburg South Africa. Known for our innovative approach, we specialise in creating immersive and memorable experiences that blend creativity, technology, and strategic thinking and engaging experiences.

We're a small team of high-output and hugely talented creatives, strategists, and event specialists working collaboratively to design and execute cutting-edge campaigns that captivate audiences. With a roster of clients including some of the world's biggest consumer brands, we create and deliver everything from large-scale interactive installations to captivating pop-up activation.

With a deep understanding of consumer behavior and a passion for storytelling, we craft bespoke experiences that forge meaningful connections between brands and their target audiences. A Popular Bunch has earned a reputation for our ability to deliver transformative and engaging experiences, making them a go-to agency for brands seeking to create lasting impact in the experiential marketing landscape. Our head office and production warehouses are based in Johannesburg, with operations throughout South Africa.

We are looking for someone who can blend highly strategic understanding and cross-channel ideation, with beautiful and progressive narrative, visual direction, detail-orientated execution, agency leadership, project ownership and hands-on creation. It's a senior creative leadership role with a focus on best-in-class creative work, leading the team to deliver the very best output, but also playing a role in managing the studio alongside a team of incredible creatives.

Selected clients:

We're lucky enough to work with a broad range of inspiring brands in varying sectors including Pernod Ricard, RGBC, Discovery Group, Red Bull, Heineken, Wimpy amongst others.

Duties:

Lead by example and immerse yourself within the client's business so you can identify, understand and overcome commercial and internal challenges, inspiring and delivering the best and most progressive work possible, whilst still considering the holistic needs of the brand.

- Lead and collaborate with strategy and creative teams to develop considered and effective creative approaches based on current cultural insights and a good understanding of the consumer and brand.
- Be a creative and channel specialist - understand the roles, opportunities and production constraints of different content types across different channels.
- Run projects and pitches with minimal senior oversight - championing creative direction, intent and creative

excellence whilst being aware of commercial pressures including resourcing, budget and profitability.
- Communicate and champion creative thinking and technical execution to clients throughout each project
- Oversee project teams to help them deliver their best work. Know when to step in, know when to step back.
- Own your accounts creatively and commercially, picking up work across the business where needed and be a detail-oriented senior when it comes to approving work.
- Answer briefs with great work as a solo creative and a great leader. Get hands-on.
- Collaborate with the product leads to push briefs and projects through the agency.
- Understand how to brief craft specialists – designers or directors, for example – to deliver projects against your creative vision.
- Develop relationships and build a climate of trust, openness and respect.
- Possess highly advanced communication skills to effectively present a point of view, using logic, empathy, and fact to craft a compelling narrative.

Management responsibilities:

- Accurately scope projects alongside project managers and producers, taking responsibility for delivering on time and within budget.
- Challenge briefs and strategies where necessary.
- Understand and contribute to the agency's business objectives, taking responsibility for helping deliver them and progressing the studio and CH.S brand.
- Understand how individual projects fit into wider strategic and business goals for the agency, and how to prioritise workflows accordingly
- Play an active role in helping project managers, producers and senior leadership manage clients - balancing creativity with production realism to set and manage expectations around projects.
- Be an ambassador for the studio both internally and externally
- Proactively bring solutions to business problems you identify to the senior management teams, and take responsibility for implementing them
- Work with the leadership team to develop, assess and implement initiatives that improve the work and culture of the company.

Qualities and characteristics:

- A confident self-starter and a highly motivated individual with a strong work ethic, willing to regularly go that extra mile to ensure we always deliver for our team and our clients.
- Understands the big picture and will always balance the needs of our people with the needs of the business.
- Strong attention to detail and ability to balance multiple workstreams, tasks, and deliverables.
- Ability to remain calm under pressure and bring clarity to fast-paced and at times fluid projects.
- A leader who assumes responsibility and enjoys being accountable for their work.
- Proven ability to creatively solve problems through negotiation, tact and diplomacy.
- An open-minded but critical thinker who is able to see opportunities as well as weigh their potential risks and rewards.
- Highly collaborative and transparent. You're not a sole contributor, but rather someone who will work with the team, where sharing knowledge and experience is second nature in order to grow together.
- You are never afraid to speak your mind, and are exceptionally clear when you do. You're empathetic and will ensure that your comments are always fair, considered and respectful.
- You will bring energy, passion and optimism to your role and will ensure that you and those around you are motivated and enjoy working together.

Requirements:

- **5-8 years experience gained within an activations/experiential agency** (those with a higher level of experience will also be considered)
- Creative Directors from other fields will ***not to be considered***
- Fluent in English, both written and spoken.

- Extensive experience working at an associate creative director or creative director level in a similar agency environment.
- Demonstrated creative success in leading collaborative multi-functional teams.
- Experience developing/leading client relationships.
- Proven track record generating new business.
- Exceptional information presentation (visual and written) experience.
- Experience in, and enthusiasm for, creating 360 campaigns from brief to delivery and beyond.
- Experience in side-by-side collaboration with art direction, writers, directors, editor/ animators, design and UX teams and leaders.
- A strong track record in large-scale project planning, including accurate estimation of team and time.
- Expertise in Keynote, Adobe Creative Suite and Microsoft Office. Google Workspace
- Full working knowledge of and experience in brand, campaign, social, and digital campaign development.
- Ability to juggle multiple projects and to delegate work efficiently.
- Ability to work independently and as a member of a team
- Excellent typography, layout and design skill.
- Excellent writing and presentation skills.
- We are a dynamic team, with a strong company culture, who work together to provide our clients with professional content. We are looking for smart, creative, hard-working people with integrity to join us.

We offer a great work environment and a promise of an exciting workload, and the opportunity to build something amazing together.

Only candidates residing in the Johannesburg area will be considered.

At A Popular Bunch, we are determined to create a diverse group at all levels of our company and we welcome all members of the community to apply for openings with us

**If you do not hear from us within seven days, please consider your application unsuccessful

Posted on 09 Apr 13:09, Closing date 8 Jun

Apply by email

careers@apopularbunch.co.za

Or apply with your Biz CV

Create your CV once, and thereafter you can apply to this ad and future job ads easily.

Apply

For more, visit: https://www.bizcommunity.com