

SENIOR CREATIVE

JOB DESCRIPTION



ABOUT US

Hotwolf is a challenger agency for champion brands. An independent, full service agency that specialises in video projects, social content and TV ads - often all together as part of a long-tail concept. Founded by industry experts in 2015, we produce marketing people actually want to watch - engaging and impactful content to help our clients Lead the Pack.

We're an award-winning, compact and perfectly formed team, looking to bring in fresh talent with the right approach. We pride ourselves on creating professional and high-end content, but we retain that challenger attitude; always looking to help our clients make their content punch harder and stand out from the crowd. After all, we're called Hotwolf not Lukewarmwolf...!

ROLE SUMMARY

We're looking for an experienced creative talent to join us in a senior capacity, reporting directly to Creative Director, jointly responsible for the management of the creative team / freelancers per project.

We need a multi-disciplined, creative person who can make great content (ad ideas, imagery+GIFs, videos, social copy, pitch decks), who can turn even the most vague client brief into a killer idea or pitch and who is comfortable delegating to in-house creatives and freelancers alike. An energetic, hands-on *do-er*; who's as happy coming up with ideas and pitching to new clients, as they are to get stuck in and actually make stuff. Who can ideate big concepts for a 'hero' ad, but also the multiple pieces of social content which could follow it up.

We make regular social content, TV ads and video campaigns (online ads, branded entertainment, How To's, explainers etc), blogs + email content - and more! We're looking for someone who has previous experience at a creative agency of pitching, winning and managing new clients. This person must be passionate about social video, recognise its increasingly important role within modern marketing strategies and who can evangelise the necessity of a specialist agency in this space.

A can-do, fun and creative attitude is a must. There's plenty of autonomy and opportunity to flex your skills (and grow your role), so the ideal candidate is someone who would thrive in this set-up, rather than a big agency; happy to be a big wolf in a small pack!

CORE ATTRIBUTES

- Proven expertise in ideation, execution + delivery of professional projects (range - more than 5, less than 12 years' relevant experience)
- Excellent communication + language skills, and presentational ability; motivating colleagues, communicating ideas clearly and inspiring clients
- Strong knowledge of online video platforms and an understanding of existing and emergent social tech
- Collaborative instinct and ability to think laterally about project challenges
- Creative thinker, can-do attitude, focused on best solutions for clients and Hotwolf at all times
- Ability to create assets using Adobe Creative Suite
- Must be able to work legally in the UK, and in London one day per week minimum

JOB RESPONSIBILITIES

- Generate ideas and lead brainstorming with wider creative team
- Develop concepts and communicate clearly to production team(s), and clients
- Client-facing, from initial briefs / chemistry meetings, to final pitches and project development updates
- Oversee production and delivery of creative (live action shoots, edits, content creation)
- Create assets where necessary (pitch concepts, example posts or videos to set 'pilot' tone/look)
- Work with Account Manager to ensure delivery of promised assets, within agreed timeframes
- Ensure professional, high quality output, in line with Hotwolf's standards



PACKAGE

- Full-time, London-based / WFH hybrid working
- Competitive salary
- Pension + healthcare

Contact



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