

Creative Director – Campaign (Copy & Ideation) Position Description

Reporting to: Executive Creative Director

Overview

Scooter is an integrated brand agency. We translate brands into engaging, entertaining, and effective communication and marketing solutions across the entire customer journey. Our team are specialists in creating, crafting, and executing bold ideas, impactful branding & design and compelling experiences, all underpinned by human-centric strategic smarts. Our ambition is to evolve in tandem with our clients, fostering enduring relationships while broadening the horizons of our business.

Primary Purpose

As a Creative Director within our team, you will be at the forefront of turning creative ideas into compelling, impactful campaigns. With your strong background in copywriting, you'll bring a deep understanding of narrative and tone, leading the charge in developing concepts and shaping the vision for some of Australia's most loved brands.

You'll collaborate closely with a talented team of art directors, designers, copywriters, and production partners, using your natural warmth and persuasive communication style to motivate and inspire them to achieve outstanding results. Your ability to connect quickly with people, combined with a lively and enthusiastic approach, will be key in driving the creative process.

In this role, you'll take initiative, critiquing both your own and others' work to ensure the highest quality and alignment with campaign objectives. Your proactive mindset and competitive edge will help you mentor your team members, guiding them to reach their full potential with poise and empathy.

Beyond creation, you'll build strong relationships with key clients, confidently presenting ideas, understanding their business challenges, and proactively finding creative ways to help them succeed. Your experience in strategy (brand, content, customer insights) will be considered bonus points, enhancing your ability to deliver exceptional results.

With a high level of autonomy, you'll have the opportunity to grow, shape, and own this part of our service offering, making a significant impact through your drive and passion.

Your Responsibilities

- **Creative leadership:** Providing creative direction and leadership to a team of art directors, designers, copywriters, and other creatives. You'll oversee the conceptual and execution of creative projects, ensuring they align with the brief and the brand. You'll also need to be able to judge and critique your own work before presenting to clients.
- **Concept development:** Working with clients, account service, and at times other agencies to understand project requirements and develop creative concepts to meet client goals.
- **Team management:** Manage and mentor a team of creatives, offering feedback, guidance, and support to foster their professional growth. Collaborate with the ECD to set goals and KPIs for each team member, actively supporting their achievement.
- **Project oversight:** Overseeing multiple projects simultaneously, ensuring they are delivered on time, within budget, and according to the client's expectations. This involves coordinating with different teams and departments to ensure smooth project workflows.
- **Client interaction:** Acting as a key point of contact for clients regarding creative. We'll need you to participate in client presentations, pitches, and meetings.
- **Quality control:** Ensuring the quality and consistency of creative deliverables across all channels and platforms. This includes reviewing and approving creative work to ensure it meets brand guidelines, brief and client expectations.
- **Agency wide collaboration:** Working closely with other departments such as account management, strategy, and production to ensure alignment on project goals and deliverables. We'll also need you to collaborate with external vendors and contractors as needed.
- **Industry awareness:** Staying updated on industry trends, emerging technologies, and creative techniques to bring innovative ideas and solutions to projects.
- **Budget management:** Awareness of budgets and monitoring expenditures related to creative projects to ensure they stay within financial constraints
- **Problem solving:** Addressing challenges and resolving issues that arise during the creative process, finding creative solutions that satisfy both client needs and agency capabilities.

Qualifications, Skills, and Experience required for the role

- The role offers a dynamic and stimulating environment, requiring an unwavering passion for continual learning, problem-solving, and navigating complexity.
- A minimum of 10 years of experience is required, demonstrating a strong commitment to professional development.
- It is preferred that you have a diverse experience in below-the-line creative, predominantly in retail, in-store, social, and CRM
- Must be able to assess and critique own work before presenting to client.
- Must possess self-motivation and proactive initiative, actively engaging in professional networks within the industry.
- Capable of listening and collaborating effectively, providing valuable input and direction.
- Possesses strategic thinking abilities, enhancing and directing ideation and strategy.
- Demonstrates strong writing, editing, and proofreading skills.
- Excellent organisational and project management capabilities, capable of influencing clients and colleagues to achieve desired outcomes and impact.
- Displays confidence in presenting strategies, designs, and conceptual thinking clearly to both clients and colleagues.
- Capable of leading and motivating colleagues to excel, demonstrating empathy, anticipating needs, and addressing them effectively.

People & Leadership

- Actively seeks feedback from others to enhance self-awareness, leverage strengths, and address areas for development.
- Proactively identifies and raises issues to enhance team effectiveness and collaboration.
- Communicates confidently with clarity, conciseness, and articulation.
- Collaborates with stakeholders, fostering an inclusive environment.
- Makes valuable contributions to discussions and brainstorming sessions, offering insights and perspectives.
- Establishes quick and meaningful relationships with peers and clients, engaging on a personal level.
- Demonstrates respect for others, actively listening to diverse perspectives, especially those different from one's own.
- Efficiently addresses problems and develops timely contingency plans focused on effective problem resolution.
- Cultivates a culture of trust with peers, clients, and all other stakeholders.

Administration

- Adept at managing timesheets with precision, documenting flow structures, tasks, and project milestones promptly and accurately.

Cultural Alignment

- Aligned to our values (Agile, Human-centric, Creative Integrity, Authentic)
- Enjoyment (work, life balance flexibility, culture)
- Integrity (honest, ethical, trusting, fair)
- Collaborative (internally and externally)

