



HEAD OF CREATIVE TECHNOLOGY

Creative Department, Permanent Role
2022, Tommy Singapore

WE ARE TOMMY, ARE YOU?

Are you a creative who's obsessed with the latest technology? Or a technologist who's obsessed with the latest creative? If so, you could be the Head of Creative Technology we're looking for.

We're looking for a positive, agile, problem solver to primarily work as a Head of Creative Technology with major studios such as Netflix, Prime Video, Disney+, Razer, YouTube & TikTok. In this role you'll need to understand the nuances of innovation to create bleeding-edge work.

Tommy, the world-class creative production studio, is looking to level up its tech offering globally from our Singapore office. This role serves as both an external client-facing consultant and also an internal resource to plan tentpole title & creative marketing campaigns and better innovate on future thinking.

OVERVIEW OF ROLE

As the Head of Creative Technology, you will be responsible for creative ideation through an innovative lens, working with the core creative team to push the boundaries of the work we do globally. This role requires equal measures of strong creative instincts, articulation (written and verbal) as well as the business acumen to deliver campaigns that are best-in-class.

Your excitement for the continued rise of Augmented & Virtual Reality, Machine Learning and more is only tempered by your understanding that clients need to be brought along and educated - something you're more than happy to spearhead.

Your creative agency experience allows you to work seamlessly with creatives and designers enhancing and enriching proposed ideas. More than simply a technology 'sense-check', your unique perspective and knowledge allows you to bounce off other people's visions, bringing them to life in unexpected ways that others may not have thought of.

Key to this is the need for constant R&D and prototyping. Delivering work that stands out from the crowd relies on the exploration and understanding of the latest technologies. Using them to help craft genuinely groundbreaking ideas is as important a part of your process as your efficient, iterative approach to delivery.

You're someone who enjoys working across teams, allowing individuals to shine as you help them reach their potential, but when the times come (as they always do),



HEAD OF CREATIVE TECHNOLOGY

Creative Department, Permanent Role
2022, Tommy Singapore

you're comfortable rolling your sleeves up and getting your hands dirty.

Your close working relationship with the creatives ensures they're always thinking big enough. Your input to the producers means the project is scoped and budgeted correctly, while always hitting its deadlines. And your strong connections with the studio team enable the resulting work to be the best it can be, answering the client brief and allowing Tommy to shout about it once launched.

RESPONSIBILITIES

In the role of Head of Creative Technology, you will be expected to:

- Oversee development of innovations on campaigns across the Tommy Group, including but not limited to Out of Home, Social & Digital
- Think in code, but know that there's never a binary yes/no response to a creative problem
- Thrive in collaboration with other excited, passionate individuals, bouncing ideas around in the often difficult process of working through challenges
- Have a solid background & understanding of digital platforms and coding languages, constantly looking to the future for ways that brands can use technology to make a difference in their audience's lives
- Proactively look for ways to partner with clients and help them to build industry-leading digital experiences will be a major drive as you seek to use technology to add value, rather than tech for tech's sake
- Manage and train creative & technology team members in Tommy Singapore, across Motion, AR & Development

SKILLS & AREAS OF EXPERTISE

Research & Development and Prototyping

- Evaluate new technologies by creating (or overseeing) small prototypes to find best use cases, limitations and opportunities



HEAD OF CREATIVE TECHNOLOGY

Creative Department, Permanent Role
2022, Tommy Singapore

- Work with external vendors and communicate with their technical teams to foster a relationship between technical teams
- Work on innovation projects, these projects can come from upper management and strategic teams which can better assess who is most relevant to explore
- Lead Tommy's R&D efforts globally

Third-Party Relationships

- Serve as the primary technical contact for third-party tech vendors, identify and document integration points with third-party solutions to manage risk accordingly
- Form relationships with technical teams in third parties to facilitate new work and sense-check new ideas

Tech Champion

- Participate in new business opportunities as required by the Tommy Singapore management team
- Champion new innovations in technology and their possible uses by participating in the applicable project and proposal briefs
- Attend and report back on relevant technology conferences to learn about new technology and stay informed - including reporting on how what practical applications these new technologies might have to Tommy now and in the future

GET IN TOUCH

If you think you've got the skills, talent, and style to be our new Head of Creative Technology, get in touch with us at workSG@thisistommy.com. Send your CV and portfolio along with a cover letter email explaining why you are the best person for the job.



HEAD OF CREATIVE TECHNOLOGY

Creative Department, Permanent Role
2022, Tommy Singapore

We're committed to furthering equality and diversity in the creative industry, so we'll be especially happy to see applications from diverse or underrepresented backgrounds. Tommy believes the advertising industry should reflect the world to which it speaks.

Local applicants legally allowed to work in Singapore and able to work in our Singapore office only, please. If you're a recruiter, please don't call us. We'll call you.