



SENIOR CREATIVE

Creative Department, permanent
September 2023, Tommy London

WE ARE TOMMY, ARE YOU?

We're looking for a Senior Creative to join us at Tommy, helping us to make brilliant work that stands out.

Are you looking for something a bit different? We are building a team of hungry, tenacious and passionate creatives who love to make work that understands and builds on culture.

We've got a brilliant client list. We've been working with clients like Netflix, HBO, Warner Brothers and Amazon Prime for years and now we've taken our expertise in fandoms and culture and applied it to brands like Adobe, Grant's Whisky, Binance and TikTok, all of whom trust us to help them connect with their audience.

As an established Senior Creative, you get ideas, you understand strategy, you can harness the power of an image or a word to deliver an idea. You're a hungry and self-driven personality ready to make award-winning work.

You are comfortable leading pitches and embrace storytelling in your presentations. You can lead the conceptualing, execution and delivery of campaigns with minimum oversight, guiding more junior or placement teams along the journey.

And in a world where everything is looking more and more alike, you're here to destroy sameness. Start different, end up somewhere new.

OBJECTIVES

As a Senior Creative you will be expected to:

- Consistently deliver ideas, including platform/big ideas.
- Listen to and interrogate briefs, being able to identify gaps or offer fresh perspectives that can take the brief beyond its initial parameters.
- Be fast and reliable, comfortable working under pressure when needed.
- Understands tone of voice, look and feel - and can flex or tailor it to deliver across a range of brands and projects.
- Be vocal and give opinions and recommendations on what you think is right.
- Take direction and feedback well, re-working ideas or being prepared to start again from scratch.
- Has an understanding of the agency process and how to help other departments throughout the journey of a project.
- Ability to time manage multiple projects, and prioritise your own workload
- Present ideas in a way that captivates, from the deck to the verbal presentation.



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RESPONSIBILITIES

- You will be responsible for leading the responses to client briefs.
- Either working on big brand or social pitches, with a focus on generating headline-worthy campaigns that have the potential to spark social conversation or change behaviour at mass scale.
- Or working on producing social media content toolkits for our retained clients.
- Your concepts may span from platform ideas to tactical ones (e.g. reactive social media posts).
- You will mostly work alone as a solo creative, but may also be called to play an active role in brainstorming and idea generation, with colleagues, clients and co-creation collaborators.
- You will help and encourage concept development with lesser experienced team members.
- Ultimately you will be someone who is culturally informed, socially-savvy, helping to deliver insight-driven, brand-building ideas that span traditional and new media channels.

SKILLS AND EXPERIENCE

- 7-10 years of experience as a creative in advertising.
- Experience working within an integrated agency.
- Campaigns that have been recognised, whether awarded or featured.
- A strong digital native, with a love of culture and social media.
- Able to expand on traditional briefs and challenge the status quo.
- Experience and understanding of how to deliver comms in our modern omni-channel world, both in physical and digital spaces.
- A desire to push and be pushed to create outstanding work.
- A passion for craft; whether it's through simple, direct and clever copy or thumb stopping visuals.
- A portfolio should contain examples of successful retail, digital, social and experiential campaigns for well-known brands. Entertainment experience is preferable but not essential.



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QUALITIES WE LOOK FOR

- **Openness** - at Tommy we're all nice people who treat each other with respect, focused on making the work be as good as it can be. No egos!
- **Collaboration** - creativity is a team sport. We are all one team, one unit, striving to create and share career-defining work we can all feel proud of.
- **Curiosity** - we believe inspiration and ideas can come from anyone, anywhere and at any time.
- **Care and craft** - at Tommy we live to 'destroy sameness', pushing for creative excellence, keeping a keen eye on detail to create work that stands out, gets noticed and creates fame for Tommy.
- **Fun** - most importantly, you're a nice person who's fun to hang out and work with!

GET IN TOUCH

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

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 the UK and able to work in our London office only, please. If you're a recruiter, please don't call us. We'll call you.

ABOUT TOMMY

Tommy is a Creative and Production studio who are responsible for conceiving and executing global reaching campaigns from our offices across London, LA and Singapore. Our client partners include **Netflix, Adobe, HBO, TikTok, Sony Pictures, Grant's Whisky, Paramount+** and **Netflix Gaming**.

We believe sameness is destroying creativity in our industry. So we're out to destroy sameness. By starting someplace new, we can end up someplace different. We're seeking like minded people who share our love for ideas, our excitement for creative technology, and our commitment to making work that stands out against the rest.