



# CREATIVE DIRECTOR

Sept 2023, Tommy LA

## WE ARE TOMMY, ARE YOU?

Are you a creative visionary? At Tommy, we're seeking a passionate **Creative Director** to join our dynamic team. Join us in crafting remarkable work that captures attention and makes an impact.

Are you searching for a distinctive opportunity? As we establish our LA office, branching out from our HQ in London, we're looking for a **Creative Director** who can hit the ground running by leading our response to current creative briefs. Over time, your role will evolve to lead the growth of a team of ambitious, tenacious, and fervently creative individuals who thrive on producing culturally relevant work.

Our impressive client list includes Netflix, HBO, Warner Bros, and Amazon Prime. We've harnessed our expertise in fandoms and culture to elevate brands like Adobe, Grant's Whisky, Binance, and TikTok, fostering genuine connections with their audiences.

As an established **Creative Director**, you possess the ability to conceive groundbreaking ideas, align with strategic vision, and wield the potency of imagery and language to convey concepts. Your hunger and self-driven nature are geared towards creating award-winning endeavors.

You're skilled in leading pitches and weaving compelling narratives into presentations. You're adept at driving concept creation, execution, and campaign delivery, guiding both junior and placement teams with finesse.

In a world where uniformity prevails, you stand ready to destroy sameness. Start different, end up somewhere new.



## OBJECTIVES

As a **Creative Director** at Tommy 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.
- Excel under pressure, delivering reliably and swiftly when needed.
- Adapt tone, style, and aesthetics to resonate across diverse brands and projects.
- Provide thoughtful opinions, recommendations, and feedback that contribute to excellence.
- Accept feedback graciously, refining concepts or exploring new directions.
- Navigate the agency process effectively, collaborating across departments.
- Manage multiple projects while prioritizing your workload efficiently.
- Present compelling ideas fluently, both visually and verbally.

## RESPONSIBILITIES

- Spearhead responses to client briefs, with a focus on LA new-business opportunities.
- Lead the development of significant brand or social pitches, focusing on campaigns that ignite social discourse or provoke widespread behavior change.
- Generate a spectrum of concepts, from overarching platform ideas to tactical executions.
- Take the lead on solo creative tasks while actively leading brainstorming and idea generation with colleagues, clients, and collaborators in our London and Singapore offices.
- Nurture and inspire concept development among less experienced team members.
- Ultimately, you'll embody cultural awareness, social savvy, and deliver insight-driven, brand-building ideas that bridge traditional and new media.



## SKILLS AND EXPERIENCE

- 9+ years of experience as a creative in advertising.
- Showcase a portfolio brimming with successful digital, social, and experiential campaigns for renowned brands. Entertainment experience is preferred.
- Experience working within an integrated agency.
- Campaigns that have been recognised, whether awarded or featured.
- Display a strong digital affinity, coupled with a deep appreciation for culture and social media.
- Thrive in expanding traditional briefs and challenging conventions.
- Demonstrate aptitude for delivering communications in our contemporary omni-channel landscape, spanning physical and digital realms.
- Exhibit a zeal for pushing boundaries and embracing creative excellence.
- A passion for craft; whether it's through simple, direct and clever copy or thumb stopping visuals.

## 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.

## GET IN TOUCH

If you possess the skills, talent, and flair to become our new **Creative Director**, reach out to us at [workla@thisistommy.com](mailto:workla@thisistommy.com). Share your resume, portfolio, and a cover letter explaining why you're the perfect fit.

We're deeply committed to fostering equality and diversity within the creative realm, encouraging applications from underrepresented backgrounds. Tommy believes that the advertising industry should reflect the world it engages with.

Local candidates legally eligible to work in California, with the ability to operate from our Los Angeles office, are encouraged to apply.



## 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, Disney, NBCUniversal, TikTok, 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.

## DETAILS

Location: Los Angeles Hybrid