



# SENIOR CREATIVE

Creative Department, Permanent Role  
2024, Tommy Singapore

## WE ARE TOMMY, ARE YOU?

Are you the big-idea type who lives in brainstorming and thrives on conceptualizing for your beloved clients? Can you envisage cutting-edge campaigns that make sense and feel right and then shepherd them through the creative process to dazzling results? If so, you might be the best person for this job.

Tommy, the world-class creative and production studio, is looking to level up its creative offering globally from our Singapore office. We're looking for a positive, agile, problem solver to work as a Senior Creative with major clients such as **Google, Netflix, Amazon, Razer, TikTok** & a diverse client roster in APAC.

You'll be working with a knowledgeable and confident, client-facing team and an internal creative & strategy team adept at crafting best in class innovation-led creative marketing campaigns for our clients.

## OVERVIEW OF ROLE

As a Senior Creative, you will be responsible for creative ideation, working with the core creative team to push the boundaries of the work we do in the region & 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 truly innovative.

Your creative agency experience allows you to work seamlessly with creatives and designers enhancing and enriching proposed ideas. Your unique perspective and knowledge allows you to bounce off other people's vision, bringing them to life in unexpected ways that others could not have thought of.

You're someone who enjoys working across teams, allowing individuals to shine as you help them reach their potential, but when the time comes, you're comfortable rolling your sleeves up and getting your hands dirty.

## RESPONSIBILITIES

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

- Oversee development of creative on campaigns across the Tommy Group, including but not limited to Digital, Social, Immersive, Experiential & OOH



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- Thrive in collaboration with other excited, passionate individuals, bouncing ideas around in the process of working through challenges
- Work closely with the strategy team to translate insights and launchpads into stunning ideas
- Represent Tommy to confidently present creative ideas to our roster of current accounts & new business, articulating clearly the objectives and the creative solves on behalf of the creative team
- Have a solid background & understanding of digital & social platforms, constantly looking to the future for ways that brands can use these channels to make truly distinctive work
- Proactively look for ways to partner with clients and help them to craft industry-leading creative campaigns
- Up to date with the latest trends across culture and social, as well as the best-in-class work coming out of the industry
- Liaise with Producers & Client Services team to influence estimates, project plans, client amends, and the overall direction of studio creative & production campaigns
- Help to shape and improve our creative ideation, brainstorming, and pitch processes – a task that is never complete as we can always improve

## QUALIFICATIONS & EXPERIENCE

The following skills and experience will set the successful candidate apart from the rest. We will only consider applicants with high scores against this list of essential skills and qualifications.

### Essential Skills

- Confident in presenting and discussing ideas to senior clients
- The ability to ideate and conceptualise for projects and campaigns
- A strong portfolio of creative advertising campaigns
- The ability to distil creative briefs from client and strategic briefs



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- Strong copywriting skills – at least to provide indicative or suggested copy
- Ability to interpret creative communication between clients and the studio
- Excellent verbal, written, presentation, and interpersonal communication skills with the ability to write outstanding proposals and briefs
- Strong organisational, conflict-resolution, and critical thinking skills
- Positive interpersonal, communication, and team-player skills including but not limited to having a sense of humour
- Effective team management capabilities, including the ability to delegate appropriate tasks to maximise efficiency

## 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 [workSG@thisistommy.com](mailto:workSG@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 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.