



Position: **Junior Creative**

Department: Creative

Reporting into: Senior Creative

Contract: Permanent

Start date: ASAP

A BIT ABOUT US:

We are an integrated creative agency, working to drive desire for some of the world's best-known fashion and lifestyle brands.

We care about the way things look, as do our clients and their customers. But it can't start and stop there, or it would be one-dimensional. So, we create immersive brand worlds and stories, deeply rooted in insight and behaviour that deliver tangible results.

Our team of 40+ based across our London, New York & Sydney offices are a multi-disciplinary bunch who are passionate about delivering beautiful work that works.

THE OPPORTUNITY

We're looking for an ambitious & ambidextrous creative to develop content and campaign activation ideas that cut-through the clutter in both online and offline worlds. Work that gets noticed and talked about.

Someone passionate & knowledgeable of content platforms and inspired by best-in-class work from our industry which will help inform brilliant thinking that answers our client briefs.

Someone skilled in getting inside the minds of our brands & their various target audiences to deliver work that is both authentic for the brand and truly engaging for their audiences.

Along with being a strong conceptual thinker with strong narrative in your work, you will have a 'great eye' & ability to work closely with the Art & Design and Production teams to steer the craft of our execution – ensuring that each piece of work that leaves the building, truly cuts through.

KEY EXPERIENCE & RESPONSIBILITIES

1-3 years' experience in delivering engaging content & campaign activation ideas. Your experience may be in a big integrated agency or a smaller content or PR shop.

Able to clearly write-up and present your thinking - using a mix of words, scamps, image/filmic references or basic mock-ups/edits.

Fashion brand experience would be an advantage. However, a genuine interest in the fashion category is essential.

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Being an integrated and media-neutral thinker, you make it your business to understand the ever-evolving channels at our disposal and have the knowledge to recommend the best mix to engage our target audiences and exceed client KPI's.

Whether you're from Hackney or Hong Kong, you have a clear understanding of what unites and divides the global audiences that consume our campaigns. You will ensure that our global campaigns resonate on both a global and local level.

You are a resilient character who can navigate the inevitable bumps in the road diplomatically & with a positive, can-do attitude.

Surprise us & our clients. You will enjoy bringing proactive thinking to the table that will help us grow existing relationships and win new business.

Eyes open. You keep a keen eye on the most exciting campaigns, trends & innovations in the advertising, social, digital, tech & design sphere & where relevant apply to your teams' creative thought-processes.

You will work collaboratively with our internal depts and partner agencies to ensure our creative solutions not only always answer the brief, but are realistic solutions in terms of the realms of time and budget. On the flip-side, if there's good rationale to push for more time and budget to unlock next-level results, then you have the ability to rationally and respectfully drive this.

Organised & reliable. You will make it your job to be crystal clear on what is required and when it is. Undoubtedly you will be needed to multi-task when working across multiple projects simultaneously.

A strong grasp of keynote would be an advantage but the appetite to become fluent in this is essential.

PERSONAL SKILLS

Engaging. People don't stare out of the window or click their pens when you speak - you can inspire and excite with your clear & well-reasoned creative vision.

An expert listener. You are someone who can keep up with fast-paced client and internal conversations, understanding the differing opinions.

Informal. Although were told that robots may replace us, let's not become them. We embrace technology but are ourselves human. We find our clients prefer natural, honest, guards-down relationships so please don't leave your personality at home. At ODD, you can be you.

Resilient & positive. As much as we'd love to live in a perfect world, things can't always go to plan - goalposts move, time can be tight & opinions may differ. Shit does happen.

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You however, remain calm, catch those curve balls, calmly re-organise them & diplomatically throw 'em back.

Collaborative by nature. It's part of our DNA at ODD and will be part of yours too. You love engaging with colleagues, clients and partners to reach brilliant solutions. You hate being chained to a desk, so we don't do that at ODD.

Culturally aware & inspired – specifically in terms of fashion, art & music

Entrepreneurial. We love ambitious big thinkers. People who see opportunities & bring them to the table. This can be anything from identifying new briefs, suggesting agency initiatives or bringing new partners to the game. We'll back you.

ODD CULTURE

Our culture makes us unique. We work in a lively and fast-moving environment, where everyone mucks in. It's not for the faint-hearted or those who require perfect peace and quiet to work in. This won't change as it's part of who we (and our clients) are.

We don't have multiple layers of hierarchy and as such, everyone has a voice. There are no borders and no boundaries. We're in this together – this is your agency. We're creatively driven, without the egos. Organised and effective, without the red-tape.

The most important thing is our end product – our creative output. Sparkling work that delights our clients, wins us awards and helps bring in new business opportunities. We should be proud of every piece of work that has the ODD name to it. Of equal importance is the journey; how we get there. Let's make the process enjoyable for everyone – clients, colleagues and partners.

ODD BENEFITS

- Competitive salary
- 20-days annual holiday allowance
 - Plus Christmas paid leave (usually 4-5 days)
 - Plus Birthday paid leave (1 day)
- 4.30pm Friday finishes
- Continuous Professional Development (CPD) scheme with IPA
- Private Health Cover*
- Bike-to-work scheme*
- Discounted gym membership *
- Pension contribution *

** Available after satisfactory completion of a 3-month probation period*

To apply, please send your folio and CV to jobs@oddlondon.com and put 'Junior Creative' as the email subject.

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