

another A story

ANOTHER A STORY

ANOTHER A STORY DESIGNS AND PRODUCES BRAND EXPERIENCES FOR CLIENTS SUCH AS HERMÈS, CHANEL, DIOR, CARTIER, DRUNK ELEPHANT, BREGUET AND MANY MORE. THE EXPERIENCES RANGE FROM INFLUENCER TRIPS TO POP UP SHOPS, EVENT SET UPS, INSTALLATIONS AND LOUNGE ACTIVATIONS. THE COMPANY HAS AN OFFICE IN LONDON AND LOS ANGELES AND PRESENCE IN DUBAI, NEW YORK, MIAMI AND PARIS. THE TEAM OF 30+ CONSISTS OF DESIGNERS, PRODUCERS, COORDINATORS AND A FINANCE AND OPERATIONS TEAM.

JOB TITLE : CREATIVE STRATEGIST (FULL TIME)

LOCATION: LONDON STUDIO, NOTTING HILL

REPORTING INTO: ASSOCIATE CREATIVE DIRECTOR

ROLES & RESPONSIBILITIES

CONCEPT AND DESIGN

- DEVELOP CREATIVE CONCEPTS FOR LUXURY EVENTS, ALIGNING WITH CLIENT VISIONS AND BRAND IDENTITIES. LEVERAGE TRENDS AND NUANCES TO DESIGN EVENT EXPERIENCES

STRATEGIC PLANNING

- RESPONSIBLE FOR STRATEGIC PLANS THAT GUIDE THE CREATIVE PROCESS AND EXECUTION, ENSURING ALIGNMENT WITH CLIENT OBJECTIVES, BUDGET CONSIDERATIONS, AND TIMELINES
- CONTRIBUTE TO THE CREATION AND STREAMLINING OF CREATIVE PROCESSES TO ENHANCE EFFICIENCY AND EFFECTIVENESS ACROSS PROJECTS

COLLABORATION AND LEADERSHIP

- WORK CLOSELY WITH THE CREATIVE TEAM AND EXTERNAL FREELANCERS TO INFORM AND EDUCATE ON DESIGN AND EVENT STRATEGY

MARKET INSIGHTS

- STAY AHEAD OF INDUSTRY TRENDS, LUXURY MARKET CHANGES, AND CULTURAL DYNAMICS TO UPDATE CREATIVE STRATEGIES
- CONDUCT RESEARCH TO GATHER INSIGHTS THAT INSPIRE INNOVATIVE EVENT DESIGNS

INNOVATION AND FUTURE PLANNING

- INFUSE EVERY PROJECT WITH A SENSE OF INNOVATION AND A FORWARD-THINKING APPROACH. ENSURING THAT OUR CREATIVE STRATEGIES NOT ONLY RESPOND TO CURRENT TRENDS BUT ALSO ANTICIPATE AND SHAPE FUTURE DIRECTIONS IN THE LUXURY EVENTS SECTOR

INTERNAL ENGAGEMENT

- ENGAGE WITH THE PRODUCTION TEAM TO UNDERSTAND THEIR NEEDS, PRESENT CREATIVE PROPOSALS, AND MAINTAIN COMMUNICATION THROUGHOUT THE PROJECT LIFECYCLE

CLIENT ENGAGEMENT

- HIGH LEVEL CLIENT MANAGEMENT TO SELL CREATIVE CONCEPTS, DECISIONS WITH A PROBLEM-SOLVING ATTITUDE AROUND DESIGN ASPECTS OF THE EVENT

REQUIREMENTS

- PROVEN EXPERIENCE IN CREATIVE STRATEGY, PREFERABLY WITHIN THE LUXURY EVENTS, DESIGN, OR PRODUCTION INDUSTRY
- DEMONSTRABLE EXPERIENCE / PORTFOLIO SHOWCASING STRATEGIC INPUT TO SUCCESSFUL RFP AND PROJECT OUTCOMES
- DATA FLUENCY – YOU ARE EXPERIENCED AND ADEPT AT USING DATA AND MEASUREMENT TO COMMUNICATE TRENDS AND INSIGHTS
- A DEEP UNDERSTANDING OF THE LUXURY MARKET, CULTURAL TRENDS, AND GLOBAL DYNAMICS
- WILLINGNESS TO TRAVEL AND WORK FLEXIBLY ACCORDING TO PROJECT NEEDS
- A BACHELOR'S DEGREE IN MARKETING, DESIGN, COMMUNICATIONS, OR A RELATED FIELD

SKILLS & ATTRIBUTES

- A PASSION FOR THE CREATION OF INNOVATIVE, ENGAGING AND BEAUTIFULLY EXECUTED EXPERIENCES
- INNATE CURIOSITY, EXCELLENT LISTENING SKILLS, AND THE ABILITY TO ASK TARGETTED QUESTIONS TO UNDERSTAND BRIEFS AND OBJECTIVES
- STRONG GRASP OF BRAND DEVELOPMENT AND CORE MARKETING PRINCIPLES, WITH ABILITY TO IDENTIFY A BRAND'S STRENGTHS, WEAKNESSES AND OPPORTUNITIES

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- EXCEPTIONAL COLLABORATION SKILLS, ABLE TO MANAGE SENIOR CLIENT STAKEHOLDERS AND FACILITATE CONSTRUCTIVE GROUP WORKING
- EXPERTISE IN CREATIVE STRUCTURED, VISUALLY APPEALING PITCH RESPONSES, DEMONSTRATING CLEAR AND IMPACTFUL STRATEGY INSIGHTS
- EXCELLENT COMMUNICATION AND PRESENTATION SKILLS
- LEADERSHIP AND PROJECT MANAGEMENT SKILLS, CAPABLE OF GUIDING TEAMS
- PERSONABLE AND PROFESSIONAL, ENTHUSIASTIC AND OPEN-MINDED
- ABILITY TO WORK INDEPENDENTLY AS WELL AS IN A TEAM, TAKING OWNERSHIP FOR TASKS
- ABILITY TO WORK ON MULTIPLE PROJECTS AT THE SAME TIME, IN A FAST-PACED ENVIRONMENT AND WITH SHORT DEADLINES

WHAT WE OFFER

- THE OPPORTUNITY TO WORK ON SOME OF THE MOST PRESTIGIOUS EVENTS WORLDWIDE
- A DYNAMIC, CREATIVE, AND SUPPORTIVE WORK ENVIRONMENT WITH THE CHANCE TO COLLABORATE WITH A GLOBAL NETWORK OF TALENTED PROFESSIONALS
- COMPETITIVE SALARY AND COMPREHENSIVE BENEFITS
- OPPORTUNITIES FOR PROFESSIONAL GROWTH AND GLOBAL TRAVEL