

URBAN : LIST

Creative Director Sydney or Melbourne

Urban List is the home of urban culture: 23 channels connecting you to and through the city, from the best things to do and eat locally to the global trends blowing up across style, health, beauty, careers, entertainment and travel.

Our team and the brand they've built is our competitive advantage: lovers of food, travel, gifs and urban culture, committed to challenging the status quo, backing our ideas and delivering well above our weight. It's that challenger culture that's established us as **Australia's largest youth media company**; on a mission to create awesome experiences for audiences, agencies and brands, empowering people to do more of what they love.

We're looking for a **Creative Director** to extend the impact of our brand, maximising its cultural relevance, saliency and value at every touchpoint, supporting our continued business growth by:

- **Defining our brand identity** and acting as its chief custodian
- **Collaborating on campaign and content concepts** that bring our brand to life across owned, earned and paid channels
- **Partnering with organic and branded content teams** to develop engaging, impactful stories – video, editorial and social
- **Developing and coaching a team of creative specialists** – internal and external resources – that can deliver on our creative vision

Our new Creative Director will have:

- **Min. 5 years' experience coaching creative teams** to deliver outcomes that further business goals. Experience across **media and eCommerce environments a plus.**
- Desire to both develop and deliver on our creative strategy; **equally confident whether defining our brand expression or jumping on the tools** to support growth in the quality of our creative and team's technical skills
- Proven examples of creative concepts and executions that successfully **drove change in consumers' attitudes and behaviours**
- **Expert understanding of, and experience with, creative executions in digital environments** – particularly across social media
- Extensive experience in **video content creation highly regarded**, particularly video for social media
- **Expertise leading all aspects of a shoot**, including identifying, selecting and styling talent; and on set shoot experience
- **Advanced skills in Adobe Creative Suite**
- Deep understanding of **socio-cultural trends** and the ability to marry these with brand goals
- **Sharp attention to detail**
- **High accountability**
- **Collaborative team player**, solutions focused, with a relentless desire to overcome challenges

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- **Strong leadership and management skills**, combined with a willingness to work at a grassroots level. A passion for the professional development of your team. Remote management experience a plus.
- Ability to **communicate, present and influence credibly** and effectively at all levels of the organisation
- **Ability to manage tight deadlines and competing priorities** with professionalism and a solid sense of humour
- **Flexibility to travel**

Please send your **CV, cover letter and portfolio of relevant creative examples** to hr@theurbanlist.com by **Sunday, February 24**. This role can be based in either **Sydney or Melbourne**.

Thank you in advance for your interest. We receive a large volume of applications for our roles and we'll only be responding to those who have been shortlisted for interview.