



CREATIVE DIRECTOR

MELBOURNE

If it's fun, fresh and cool, it's The Urban List. We have grown to become Australia's largest youth-focused media brand, connecting with over 1.5m people each month.

At the Urban List, we create, imagine and inspire urban lifestyles, connecting the youth of Australia with the experiences, brands and cities we love.

Our people are the dreamers, the seekers, the innovators and the believers. Those who want to live their best lives, explore beyond what they know, live on social media, and share this experience with the world. Sound good? Come join us!

This position sits within the newly formed Marketing Team, responsible for building our brand equity through innovative, dynamic and impactful visual storytelling. We are looking for a Creative Director to develop, guide and embed our brand expression through our highly engaged channels and content formats. We have strong ambitions to build our brand, and now require a kick-ass creative director to help take us to our next phase of growth.

KEY RESPONSIBILITIES

Along with being at the forefront of culture and everything that is cool, you will be responsible for...

- Brand Identity and Art Direction: Developing and executing the visual identity for the brand across content format and channel (including partner campaigns), building the unique visual expression of our brand to drive saliency, impact and meaning
- Visual Storytelling: Partnering with internal stakeholders within Marketing, Content, and Commercial to develop innovative creative concepts and creative direction of channels – both digital (e.g. site, socials, EDM), with partners, and offline (e.g. events)
- Brand Custodianship: Act as a custodian of the brand to develop and enforce strong style guides-the use of typefaces, logo, grids, colours, talent, art direction etc.
- Campaign Creation: Leading the creation of campaign materials to bring to life our brand strategy on our channels and beyond
- Talent: Acting as the lead for talent identification, sourcing, negotiation, styling and art direction
- Shoots: Leading the briefing process, art direction and attending as needed for our campaigns and those of our brand partners.
- Relationship Building: Building and maintaining contacts and networks in artistic and cultural fields, including freelance designers, videographers and photographers.
- Coaching and Team Management: Review resource, build capability, and develop specialist team as required
- Suppliers: Reviewing suppliers and costings, identifying and building roster, developing rate cards, onboarding, and processes



KEY REQUIREMENTS

- Min 7 years experience as a creative lead – strong preference for a background of in-house Art Direction with youth brand(s) that encompasses digital, interactive brand and content design
- Experience in fashion, lifestyle media, or apparel e-commerce a must
- Bachelor's Degree in Communication/ Graphic Design or equivalent
- Proficient in Adobe Creative Suite
- At least 5 years experience leading a creative team
- Strong portfolio that includes graphic design, photo and video art direction for youth brand(s) with a focus on digital and social
- Deep understanding of cultural trends and impact on creative direction
- On-set shoot experience
- Experience identifying, selecting and styling talent in the fashion/apparel industry preferred
- Experience in a fast-paced environment with sharp attention to detail

REPORTS TO

Head of Marketing: Jason Stella

TERMS OF EMPLOYMENT

Full Time with 6 months probation period

APPLICATION PROCESS

Please send your CV, cover letter and examples of work showcasing your creative and strategic portfolio to hr@theurbanlist.com.

We receive a high volume of applications for our roles so we'll only be responding to those who have been shortlisted for interview.
