

# Job description

**Position: Creative Consultant (Midweight Creative Designer)**

**Reporting to: Senior Creative Manager**

**Location: London**

## **About The Storytellers**

We are The Storytellers.

Over 18 years we've developed a unique methodology combining the art and science of storytelling to help leaders inspire and galvanise their teams. Co-creating a simple, clear and emotionally-compelling narrative, our approach brings clarity and meaning, motivates everyone in the organisation to explore what the story means for their part of the business, and how they can all play their part.

To make the magic happen, our world-class team brings together a truly unique blend of expertise, skills and exceptional talent to create fully-integrated programmes – from change consultancy, executive facilitation and alignment, to impactful creative campaigns and films, immersive digital and live event production, and leadership capability-building.

Our outstanding track record working with over 180 organisations worldwide is unrivalled, with tangible evidence of cultural and behavioural change, and significantly improved engagement, confidence in leadership, productivity and customer satisfaction scores.

By creating the motivation, means and momentum essential to shift behaviour in large organisations, our unique approach enables leaders to bring their people through complex journeys of change as engaged, united and aligned teams, where each and every person is clear on their role and committed to success.

Our integrated storytelling programmes are seamlessly delivered by an agile, interdisciplinary team of experts in narrative and narrative-driven events, leadership development, learning solutions and world class, award-winning creative campaigns.

## **Overview**

This customer-centric role is responsible for helping define the creative brief and developing the core visual message and creative 'hook' for our integrated programmes.

The Creative Consultant is part of our dynamic Areas of Expertise (AoE) team, and works alongside our Creative team, Consultants and Producers.

This role reports to the Senior Creative Manager.

## **Key responsibilities**

- Fulfil the role of Creative Consultant in client programmes, as required:
  - Responsible for the conceptual, structural and detailed design and delivery of creative solutions to achieve agreed programme objectives (solutions that can live across multiple platforms in an integrated way - printed materials, film, digital apps, installations, social media, screen and live events - and inspire emotional engagement at multiple levels)
  - Work with the Producer to develop a detailed understanding of clients' strategic objectives, brand, audience(s) and their emotional journey, platforms and strategic narrative - ensuring that proposed solutions are relevant and appropriate
  - Taking initial client briefs through development to final execution
  - Present and articulate ideas to clients and internal team with flair and authority
  - Partner with clients' creative counterparts, developing long-lasting, trusted relationships
- Actively contribute to The Storytellers' public profile building through brand development / guardianship
- Maintain an up-to-date and organised server structure, ensuring all projects are filed appropriately

## **Skills and experience**

- Understanding of strategic narrative and storytelling within a business setting, and a desire to adopt, adapt and develop The Storytellers' approach and methodology
- Ability to think at a high level conceptually, and to translate concepts into multi-media campaigns
- Passionate about design, with a genuine interest in current design and creative trends
- A strategic thinker - able to translate the strategy into powerful design solutions
- Exceptional Apple Mac skills and a thorough understanding of all industry software applications, including: Adobe CC InDesign, Photoshop, Illustrator, Acrobat, Keynote and Powerpoint
- Strong communication and presentation skills, able to articulate creative ideas internally and externally
- A good knowledge of print production methods and digital media
- Good time management skills; ability to plan workload time effectively; work well under pressure and to strict deadlines; able to work in a fast-paced environment with a solutions-oriented, 'can-do' attitude
- Some agency experience would be ideal
- Excellent attention to detail, able to see the bigger picture as well as getting stuck in with smaller tasks
- Be confident and articulate, full of energy and enthusiasm
- A true team player, ability to work cross-functionally
- Intellectually curious, genuinely interested ("sponge", not "rock")
- Naturally consultative; seeking first to understand, then to be understood
- Highly collaborative, with a willingness to work with others
- Authentic and true to oneself

## **Requirements**

- Eligible to work in the UK
- Internationally mobile (travelling)