

Job description

Position: Senior Creative Consultant (Senior 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 key customer-centric role is responsible for helping bring complex large-scale programmes and interventions to life, using the best-in-class creative and design to amplify the power and influence of storytelling, focused on helping define the creative brief and concept, developing the core visual message and creative 'hook' for our integrated programmes.

The Senior Creative Consultant plays a significant long-term role in the development and enhancement of The Storytellers' creative capability (people, product, process) and organisation-wide business growth.

The Senior 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 in client programmes, as required:
 - Responsible for the conceptual, structural and detailed design direction and delivery of creative campaign 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, digital and live events – and inspire emotional engagement at multiple levels)
 - Work with the Producers 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
 - Present and articulate ideas to clients and the internal team with flair and authority (visionary and expert)
 - Partner with clients’ Creative counterparts, developing long-lasting, trusted relationships
 - Help the client team to identify creative growth opportunities and actively contribute to the pitch process and the ongoing Client Account Planning
- Working with the AoE team to drive innovation, development and codification of The Storytellers’ creative capability, methodology and products
- Working with the Senior Creative Manager to build processes and lines of communication across the AoE team (Creative Consultant(s), Artworkers, Head of Inspiration, subject matter experts etc.) to establish effective collaboration and achieve consistently high quality and efficiency
- Actively contribute to The Storytellers’ public profile-building through brand development/guardianship (and thought leadership/speaking engagements and networking (as appropriate)
- Actively seek new creative subject matter experts to build our associate network of relevant talent and skills

Skills and experience

- Strong conceptual thinker with excellent art direction skills and experience; able to set the design direction for complex projects and work closely with others to ensure it is implemented end to end across all deliverables
- Passionate and with an inherent understanding of strategic narrative and storytelling within a business setting, and a desire to adopt, adapt and develop The Storytellers’ approach and methodology
- Deep knowledge and passion for the creative process, having a genuine interest and keen awareness of current trends in design and creative communications
- Experience of developing and managing creative design ideas across multi-channel and integrated projects e.g. across printed campaigns, large-scale live events/conferences, film, digital tools etc.
- A lateral thinker who enjoys solving complex problems and is capable of dealing with ambiguous client briefs and unexpected challenges
- Strong communication and presentation skills, able to present and articulate creative ideas to internal and external stakeholders

- High level of emotional intelligence, confidence and ability to quickly build meaningful relationships internally and externally
- Excellent time management skills; ability to plan workload and manage time effectively across demanding and varied schedules
- Works well under pressure; able to work in a fast-paced environment with a solutions-oriented, 'can-do' attitude
- Exceptional Apple Mac skills and a thorough understanding of all industry software applications, including: Adobe CC InDesign, Photoshop, Illustrator, Acrobat, Keynote and Powerpoint
- A good knowledge of print production methods and digital media
- Some agency experience would be ideal
- Leadership skills: able set a vision and inspire followship
- 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
- Authentic and true to oneself
- Highly collaborative, with a willingness to work with others
- Dynamic, making things happen, proactive self-starter with entrepreneurial spirit
- Highly ambitious, be committed to developing a long-term relationship with us, invest time and energy to become a key player in a dynamic and fast-evolving organisation

Requirements

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