

## **Creative Director – Video & Digital Storytelling**

**Location:** Toronto

**Job Type:** short-term contract with opportunity for full-time position [if desired]

### **Job Description**

The position of Creative Director – Video & Digital Storytelling, at Strategic Storytellers is your opportunity to release your creative energy on great companies and brands by sharing the human experience through storytelling and sparking the imagination and actions of all their audiences. If having creative freedom is something you long for and you have the talent and discipline to back it up then you'll want to keep reading.

We are looking for a fully wired individual. You are dynamic, which is reflected in your work, your work ethic and style. You have the ability to bring people together to share ideas so that they feel they own it together. You are proud of your work, but realize that it really belongs to the client. You are positive, you are flexible, you are a go-getter and you have a sense of humour. You want to be part of something greater than yourself and connect others to the human experience.

### **Key Responsibilities**

The creative director is responsible for overseeing all creative output at Strategic Storytellers.

- Directing the creative function so that the environment, culture, team, capabilities, tools, processes, expectations, work style and other elements support the strategic goals and brand of Strategic Storytellers
- Ensuring that our high quality of creative and production is upheld, maintaining consistently high standards
- Ensuring that the creative function operates in an efficient, profitable manner
- Delivering strategic storytelling solutions that help our clients attain their marketing and communication objectives
- Listening, asking, hearing, prioritizing and translating client situation, marketing goals and information into strategic brand stories, voice, messages and rationales
- Co-leading the unified creative/account management process in order to execute on client projects
- Writing and presenting cohesive and persuasive rationales for campaign approaches
- Leading the unified process of marketing/concept/design and post-production execution (video/interactive/web/motion graphics)
- Other duties as required

## Skills Required

- Ability to lead creative effort from conception/pitch/proposal through to production/delivery
- Superior understanding of marcom strategies and tactics
- Solid background in video, ability to shoot is a bonus
- Strong background in effective communication and storytelling
- Strong creative and conceptual vision for multimedia and the ability to execute high quality integrated communications against strategic business objectives
- Strong writing skills [creative and/or business writing]
- Fantastic presentation and communication skills (both written and oral)
- Willingness to simultaneously tackle multiple projects and challenges
- Desire and ability to think big

## Special Skills

Final Cut Pro, Photoshop, Illustrator, InDesign, PowerPoint, expertise in video and interactive media production, understanding of Internet technology platforms and their potential to tell stories.

## Qualifications

10+ yrs experience preferred including:

6+ years as senior level professional in at least two of the following areas: corporate video, multimedia, advertising, interactive advertising, Internet design, marketing, publishing, broadcast, film or television.

## About Strategic Storytellers

We're an exciting and growing marketing firm solely dedicated to the art of storytelling. When used effectively, sharing real stories brings people closer to the human experience than any other form of communication. We're comprehensive thinkers, logical practitioners and creative producers. We help organizations discover, share and benefit from the real-life stories that emerge from the collective experiences of their employees, partners and clients. We help shape and create corporate narrative.

## Compensation

Commensurate with experience.

## How to Apply

A resume, cover letter with link to portfolio and salary expectations should be emailed to [connect@strategicstorytellers.com](mailto:connect@strategicstorytellers.com) with a subject line of "Creative Director Position" by 5pm on September 30, 2011.

No phone calls please. We thank all applicants for their interest however we may contact only those candidates selected for interviews.