



## **Associate Digital Creative Director: Sydney / New York**

Technology is literally changing the world around us and yes, some people tend to focus on why that change is bad - it makes us uncomfortable; it breaks our status quo, it feeds our uncertainty - but at Orchard we choose to see it differently. Technology can make lives better. It can make businesses better, brands better and experiences better. It can be the change we want to see in the world.

Which is why we, at Orchard, rally around a single purpose: to invent better outcomes through creativity and technology. Those better outcomes can only exist in the context of people irrespective of if we label them users, customers, patients, clients or even staff.

### **The Opportunity**

We're currently on the lookout an Associate Digital Creative Director. The role offers the opportunity to join a talented creative team, who think strategically and execute creative across a spectrum of digital, traditional and innovative channels; building brands and supporting clients with a consultative approach.

We offer a superb working environment with all the frills and perks you'd expect from an awesome progressive agency and the necessary support & structured training you need to become our rock star digital guru.

### **Key Function**

The Associate Digital Creative Director will be focused on maintaining and improving our digital product across a range of consumer and pharmaceutical brands.

They will lead key digital experience projects in the agency, be able to produce conceptual digital comms and activations, understand and champion creative technology and be able to articulately and enthusiastically present all of the above to key clients.

The Associate Digital Creative Director will manage and mentor talented direct reports as well as providing guidance and support to non-direct reports when appropriate. They will report Directly to the Creative Head and work collaboratively with the Creative Leadership team to define direct the creative product of Orchard.

The ideal candidate will have a portfolio showcasing carefully considered, beautifully crafted and perfectly delivered creative digital solutions for local and International clients. The work must demonstrate an understanding of UX, magnificent UI and include examples of conceptual thinking (Digital Comms/activation) + Creative Technology.

Be prepared to present them as you would to a client focusing on why, how & what.



## What you can bring

- 7+ years' experience - Minimum 3 years' experience in a senior role.
- Digital Agency with Comms experience and completion of Award School or similar is strongly desired.
- Ability to create and deliver stunning UI design solutions for digital media
- Whilst not being a UX designer you should have a thorough understanding of it and the ability to work collaboratively and closely with UX designers
- Experience directing and delivering with motion graphics and animation'
- Ability to lead large digital projects from concept to final delivery as well as patience and enthusiasm to guide smaller digital projects.
- Collaborate with and provide digital expertise to broader but non digitally exclusive campaigns
- Enthusiastically and articulately present creative ideas and campaigns to existing, new and prospective clients.
- Work collaboratively with Creative Leadership team to maintain and improve Orchard's creative product.
- Be an enthusiastic and passionate creative problem-solver, motivated learner and creative explorer.
- Be fluent and capable in current leading creative platforms and be able to lead change across the team as those platforms evolve, change and update.
- Ability to enthusiastically and skilfully mentor, direct, train and develop members direct and non-direct reports in creative team.
- Develop strong collaborative and positive working relationships with the broader Orchard UX, Dev, Tech, Strategy, AM and PM teams.
- A good understanding of strategy
- Develop strong client relationships.
- Positively contribute culture and growth of the Creative Team as well as the growth and culture of the agency
- Show a strong commitment to the Company's core values of Collaboration, Integrity & Curiosity
- Embrace and respect the Company's community and environmental responsibilities
- Exceptional communication skills
- Proven ability of working within a team
- Excellent attention to detail
- Applicants MUST have the right to work within Australia

Above all, the successful candidate to join Orchard will be someone who has a strong work ethic driven by creative passion, positive energy and thrives on challenges, alongside a desire to grow with the company!

If you feel like this is the right job for you, would like to take your career to the next level, work in a great cultural environment that allows you to grow and enjoy work, please email your CV and contact details to [jobs@orchard.com.au](mailto:jobs@orchard.com.au) and we will arrange to meet you!



## **A little about Orchard**

We offer an awesome, fun working environment full of culture and energy. We leave our egos at the door and past that door is a super cool office space filled with inspiring people and free crumpets.

We pride ourselves on our work and also our work / life balance. We're 100% committed to you, your career at Orchard and your continued professional and personal development. We offer a rich array of internal and external structured training and education courses as well as ongoing individual wellbeing support through our Employee Assistance Program.

As an agency we fuse enthusiasm, creativity and technology to Invent Better outcomes for leading International and Australian brands such as BI, Zoetis, Schwarzkopf, MSD, GSK, Electrolux, BT, Ikea and Hyundai to name a few.

Invent Better are two little words that define our big approach. It's a belief that creativity and technology are the key to winning in today's digital age, and it's a formula that challenges us to engage with our clients in a way that always pushes us that little bit further every time.

**Sydney** | New York

Invent Better - make a difference