



WE'RE HIRING:

CREATIVE STRATEGIST

Reed Art Department **RAD⁺** is a NYC based creative, design and marketing agency founded and led by *jeffstaple*.

RAD⁺'s Creative Strategist's primary role is to develop RAD's strategic POV and then work with our clients and internal teams to align & execute that strategy.

Key Responsibilities

- Develop and articulate a strategic POV that is aligned with client/project deliverables.
 - Lead the agency's written communications for proposals, presentations and other client facing deliverables.
 - Uncover answers & insights through research, instinct and immersion in the business, culture, category, consumer & client.
 - Monitor cultural and social trends that affect the industry & our clients' businesses.
 - Gather research/information to inform & guide client projects.
 - Act as the client/project point person keeping calendars & strategy top of mind to ensure effective & efficient results.
 - Bridge the worlds of RAD's Strategy & Creative teams to ensure communication and alignment.
-

Job Requirements:

Experience:

- Minimum 2-4 years' experience in a related position in a Branding, Marketing or Advertising Agency, or related professional services.
 - Strategic thinker with the ability to translate ideas into actionable & executable plans.
 - Excellent written communicator, comfortable writing & drafting proposals/decks and presenting them to senior leadership.
 - Passion for strategy, branding and marketing with strong understanding of strategic & creative thinking.
 - Engages in regular external & cultural exploration to uncover new innovative ideas and best practices.
 - Strong attention to detail. Organized and efficient; ensuring budgets and timelines are met.
 - Must be a nimble multi-tasker, able to handle large, complex projects, a true creative problem solver.
 - A fearless self-starter, who can take a project and run with it and can work independently with minimal oversight.
 - Proficient in Microsoft Office/Google (*Excel/Sheets, PPT/Keynote, Figma, etc.*) and experienced in creating client presentations/decks.
-

Apply: info@reedartdepartment.com