

# BOOMERANG UK

## SENIOR CREATIVE (COPYWRITER)

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### About Boomerang

Boomerang is a **socially native, creative agency**. Let's just stop here for a minute and talk about that: what do we mean by socially native?

No channel wields more influence than social. In our society, it's the undisputed cultural engine; it revolutionises entire industries, brings in societal change, and serves as the lifeblood of legacy media. Yet, there's a contradiction – it's still the bottom line on a deliverables list that comes after the TVC & OOH assets.

Boomerang changes all that. Our head office is in Amsterdam with more than 270 staff, and we're the global social agency for Heineken. In 2023, we set up a new office in London. The UK is a small team (<15), but we're growing fast. Social by nature, we exist at the nexus of creativity, technology, and culture and help our clients make the shift from traditional creative to modern social-first content.

We make work that is truly influential, changes minds and shifts behaviour. It's not only about trend jacking and engagement-driving, but about making ideas that are culturally relevant, creating contemporary content that proves brands understand how modern audiences consume and interact with social platforms.

### Who we're looking for

A **Senior Creative (Copywriter)** to partner up with a super talented Senior Creative (Art Director) who joined Boomerang UK at the start of 2024.

You'll be working primarily on EE as part of the Social Pod — consisting of social experts from Boomerang and Saatchi & Saatchi. As Senior Creative (Copywriter) at Boomerang, you'll play a vital role in conceptualising and writing world-beating social

content for EE. This means you'll be working with BAFTA one week, shooting the England squad the next, briefing creators, and always keeping a watchful eye over every social post, making sure it feels native, authentic and fit for purpose.

### **Minimum Qualifications**

- Several years' experience as a creative at an agency.
- You already hold the title of Senior Creative.
- Lots of experience presenting your ideas to clients.
- Deep knowledge of TikTok, Instagram, X and the type of branded content that performs well across paid and organic.
- Worked with budgets big and small, and can scale ideas up or down to fit different ambitions.
- Social campaigns and content in your portfolio that makes us jealous.

### **Preferred Qualifications**

- Some reputable awards in Social, Influencer and PR focused categories.
- Previous experience working with major UK brands.

### **Why Boomerang?**

You get the benefit of joining a small, agile team of like-minded, creative people who get out of bed every day with a clear goal to make great work. But we also get to play outside of our social remit and work alongside ATL and Digital to ensure we can truly integrate social into all marketing comms across the entire customer journey.

This role will suit someone who loves to be involved in multiple projects happening simultaneously, being part of a wider team that shares and collaborates, so you have 360° visibility across all client comms.

It's a fast-paced environment that will stretch your social marketing skills, but also place you at the zeitgeist of social creativity and gives you a book full of awesome work. You get to work with a team of lovely people, in a lovely office (with a gym), get paid well, and get a 20% discount in the local pub - all the essentials covered!

If this sounds like something you want to learn more about, then get in touch, say 'hello,' and tell us what you can bring to the team.