

BOOMERANG UK

CREATIVE DIRECTOR EE

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 👁️

We're looking for a **Creative Director** to join our team as part of the Social Pod for EE and manage a team working on social campaigns and always-on content. The Social Pod is a bespoke team created specifically to serve the needs of EE.

Born from two agencies within the Publicis Groupe UK network, we work as one team to support the client's needs for all things social. The team (consisting of Boomerang UK and Saatchi & Saatchi London) works within the same building in Chancery Lane, London, and has a collaborative, fluid way of working to provide EE with a fully cohesive approach to social content that can be accessed by all marketing leads and agency briefs. As the Creative Director within the Boomerang team, you will play a vital role in shaping the direction and success of our social content for EE.

This role leads all social content ideation & production and will work alongside a

larger creative and production department of 20 people, comprising creative, strategy, production, client services, design, and videography. Essentially a one-stop-shop to cover all of EE's social needs.

That 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.

As the Creative Director, you will be responsible for working on and overseeing all EE creative social work bringing your breadth of experience to turn big creative ideas into social-first, award-winning work. You'll be working on live briefs, leading a team of creatives, and championing ideas in a client-facing role that reports into the ECD at Publicis Groupe.

Minimum Qualifications 🏠

- 8+ years' experience in a social or creative agency, with at least 1 years' experience at Creative Director level.
- Experience of presenting work to C-suite clients, understanding how socially native creative fits into the broader marketing mix.
- Worked with budgets of 20p to £2M and everything in between.
- Handled senior client relationships and multiple projects simultaneously.
- Deep knowledge of social platforms like TikTok, Instagram, YouTube, Twitch and how to use them to a client's advantage across paid and organic.
- A bias towards action and getting things done.

Preferred Qualifications 😊

- Social campaigns we recognise, with some awards to boot.
- Previous telco experience.

Why Boomerang? 😊

We're a startup with Publicis backing. So 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, Digital and Retail 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 lead a team of lovely people, in a lovely office (with a gym), get paid well, and get a 20% discount in the Pregnant Man. 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.