

# United Arab Emirates Jobs Expertini®

## Art Director

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Company: Hill+Knowlton Strategies

Location: United Arab Emirates

Category: healthcare-practitioners-and-technical

### About Hill & Knowlton

Hill & Knowlton is the global strategic communications leader for transformation. We help brands, businesses and leaders build reputation, manage risk, and create breakthrough opportunities for growth. Founded in 1927, today's Hill & Knowlton operates 70 offices in over 30 countries, providing advisory, public relations and creative solutions to local and global clients. Our global team offers integrated strategic services, grounded in deep sector expertise, and enabled by creativity and intelligence. Headquartered in New York, Hill & Knowlton is part of WPP, one of the world's largest communications services groups.

### Role

Utilize your skills and creativity to produce original and high-quality creative work against client briefs, bringing together small teams.

Shape a strong understanding of the earned-first approach and have the ability to craft campaigns with impactful brand storytelling.

### Client

Ability to take and understand a brief from the clients or team members, with a clear understanding of project/campaign strategy

Ability to brief and work with the client and Studio team to deliver high quality creative projects or campaigns

Ability to build creative platforms and to independently develop small to medium size campaign from brief to client presentation

Engage and support in planning of the FEED process in partnership with senior Studio team and Creative Strategists

Building strong presentation skills for internal and external presentations

Start building a direct relationship with key clients

Proactive approach to understanding and learning client business and industry

Challenge yourself and your team to find innovative, thought-provoking and 'Earned First' approaches to client briefs and opportunities

Proactively expanding and deeply understanding the social, production, branding, experiential, and overall marketing mix

### **Commercial**

Independently run small to medium size clients, with minimal guidance from ACDs/CDs.

Work on new business opportunities with client team and Studio teams, taking responsibility for leading small to medium size opportunities

Understanding creative budgets and resourcing

Develop understanding of Studio budgeting process e.g. approval process, scoping, developing concepts to a budget, production budgeting

Work to a schedule and budget, be able to prioritise, remain calm under pressure.

Able to juggle projects and utilise time between projects

Spotting and activating opportunities for organic growth.

### **People + Culture**

Inspire the team to reach a high standard of creative excellence

Seek and share inspiration from the industry, arts, culture, news, thought leadership etc.

Engage in constructive conversation about the brief and the deliverable, sharing a point of view on your work

Work closely with the Studio leadership to support ongoing success of the studio

Deliver trainings or workshops on key skills to other team members

Strong line manages at least one designer or graduate designer

Build strong relationships across the agency

Have strong management skills to lead a team, be able to communicate visual ideas and be able to work collaboratively as part of a team

Play a role in supporting and nurturing talent within the teams and throughout the agency

Actively support and encourage people within the team to participate in the creative processes and to take pride in the work

Act as an H+K ambassador internally and externally

Be familiar with H+K social media and professional practices, and complete Maconomy on a weekly basis

### **Technical**

Technical understanding of current and emerging social media platforms

Full understanding of Adobe suites (photoshop illustrator InDesign)

Full understanding of Adobe suites (aftereffects and premier for multimedia designers)

Ability to design in PPT and across Microsoft office suite

### **Personal Development**

We believe that true learning requires self-motivation and curiosity. You are encouraged to explore all aspects of society to learn, grow and inform your outlook. You are expected to:

Establish a sector or discipline or specialism area of expertise, and seek to continually upskill in this area and share expertise across the Studio

Consistently attend training courses arranged by P+C or recommended by your line manager, including the H+K Way, Octave, etc.

Your career could develop along the following routes: Senior Art Director or Senior Creative. Or in a new direction in discussion with your line manager and mentors.

#LI-RS1

Hill & Knowlton is more than an agency. It's a collection of thousands of brilliant, collaborative and driven employees – all united around a single vision of transforming our clients, our company and the world.

Across 70 offices in 30 countries our people are the heartbeat of our business. Bridging countless cultures, backgrounds and lived experiences, we are drawn together by a common drive and a collaborative spirit – called to our craft each day by the desire to deliver the best work.

And at H&K, diversity, equity and inclusion are not just values; they are strategic imperatives that fuel our future in an industry built on the art of understanding, connecting and developing relationships. We believe that a diverse workforce is essential for inspiring bold ideas, fostering constructive dialogue and cultivating meaningful experiences that drive innovation and creativity.

When you click the Submit Application button below, this will send any information you add below to Hill & Knowlton. Before you do this, we think it's a good idea to read through our . California residents should read our This explains what we do with your personal data when you apply for a role with us, and, how you can update the information you have provided us with or how to remove it.

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