



All Conditions Media Job Vacancy

Date: 8 July 2021

Head of Strategy & Creative

Our mission

Action sports. Adventure travel. Outdoors. We've based our lives and careers around the cultures we love.

Experience has shown us that these cultures are fragile and require constant, careful innovation and evolution. Today, in particular, they need protection from mainstream appropriation.

So we created All Conditions Media to represent these cultures – working with brands that recognise the importance of this relationship and help reinforce this connection by providing their customers with experiences that enhance their lives.

This commitment means that we only work with the most innovative, technical or heritage brands and companies, helping them take their stories to a wider audience in the most credible way possible.

We are looking for an exceptional creative strategist to join our remote based team and help elevate our position as a global strategic marketing agency – elevating our work with existing partners and new prospects alike.

This is a rare opportunity to help shape our progressive company and play a key role in our leadership team.

The role

What are we looking for? First off, an affinity for outdoor and action sports culture is essential. Whether your passions sit in the backcountry, the ocean or on mountain trails – participation in one or more sports is crucial to our in-depth understanding of the market.

Secondly, you'll need to have heavyweight marketing agency experience and the ability to impress on every level from campaign ideation, presentation, delivery to analysis. You will be very confident dealing with senior stakeholders at global brands and be

equally as comfortable presenting at board level to leading a team strategy or creative session internally.

With an extensive background in all areas of digital marketing – your extensive understanding of the landscape will be supported with marketing theory that underpins our existing clients’ business objectives as well as securing new client briefs.

Last, but definitely not least – your creative insight & vision will underpin the level of excellence we’re renowned for and inspire all members of our team.

Accountabilities & Responsibilities

- Working with the leadership team, you will be accountable for all facets of the company’s internal strategic development in line with business objectives
- Lead on the strategic and creative requirements of new business development, presenting to senior stakeholders and overseeing an optimum prospect experience
- Creative campaign and journey planning with existing partner briefs
- Make recommendations to the board of directors through monthly leadership meetings
- Distill insights from digital marketing agency industry which help position the agency as an industry leader
- Oversee ACM’s marketing output through a strategic lens
- Implement diagnosis workshops and account development plans
- Delivery and execution of ACM internal creative & strategic workshops

Skills & Experience

- Minimum five years experience in digital marketing agency
- Proven ability to produce creative campaign strategies and articulate meaningful tactical plans
- Exceptional communication and presentation skills at high levels
- A collaborative, inclusive working approach

- Background in marketing theory with updated technical knowledge
- Passion to lead, inspire and motivate

The package

- Salary – competitive, dependent on experience + equity option scheme
- Full-time, remote-based role with flexible working hours – applicants should be based in +/- 2 hr of GMT
- Regular (bi-monthly) company away trips – hiking, climbing, surfing, snowboarding, skiing form part of the perks
- 25 days leave plus your birthday off
- Fridays 3pm finish
- Progression budget – £1000 per year plus two days learning leave
- Membership of a local co-working space & WFH set-up provided

DEI statement

All Conditions Media is an equal opportunity employer committed to creating a diverse environment. We value, support and celebrate differences in backgrounds and experiences, and strive to increase participation from traditionally underrepresented groups in our industry.

All qualified applicants will receive consideration regardless of race, color, religion, sex, sex stereotyping, pregnancy (which includes pregnancy, childbirth, and medical conditions related to pregnancy, childbirth, or breastfeeding), gender, gender identity, gender expression, national origin, age, mental or physical disability, ancestry, medical condition, marital status, citizenship status, sexual orientation, or any other status protected by applicable law.

Our hiring process

Shortlisted candidates will be invited for an introductory online call with one of the directors. First round interviews will then be held with the company co-owners at the end of July. Depending on the field of candidates, a second round interview may be requested

with a wider hiring team and the possibility of an optional short test brief.

Ready to apply?

We can't wait to hear from you! To apply for this role, please complete the application form [here](#).

Closing date for applications – 25 July 2021.