

CULT

LDN

CREATIVE TECHNOLOGIST

OVERVIEW

As a Creative Technologist you are someone who can bring both a creative input and technical knowledge to Cult LDN. You will work throughout the creative process, and quickly build working prototypes of what's needed to show clients.

You blend powerful ideas with the latest technology to make work which stands out. You are able to dream up fresh ways of communicating messages for brands - through new digital channels, features and formats.

But you never let technology get in the way of insightful messaging, which motivates people to act. It's all about the idea!

OVERALL PURPOSE OF JOB

You stress test new technology and help the whole agency understand both the potential and the limitations. You help us scope the technical side of our projects alongside a producer and client services.

You are happy to roll up your coding sleeves to help develop creative innovations. And you help us in "discovery phase" to ensure we are selling a workable and achievable product to our clients.

You bring energy, enthusiasm and a can-do verve to the agency. And you take the jargon and bamboozlement out of the dark art of tech!

Your creative work wins awards - not only because it is underpinned by a brilliant idea, but because your craft skills ensure the execution is spot on.

SPECIFIC RESPONSIBILITIES

- Creative concepting
- Developer on exciting innovations which push boundaries
- Be able to create innovative and creative applications and programs
- Expert in new technologies - both in marketing and outside

- Technology advisor across the agency
- Make our work better by leveraging the power of technology and development
- Participate in client meetings where technology/development is discussed
- Present to both internal and external audiences to help educate, inspire and provide thought leadership on interactive technologies
- Develop a culture of excellence around the creative use of technology beyond advertising and marketing.
- Understand the strengths and limitations of current and emerging platforms
- Have a good knowledge of social media and digital platforms

ESSENTIAL SKILLS AND APTITUDES

- Excellent understanding of the social development process, across both strategy and creative
- Sector knowledge and understanding of best practice
- Ability to communicate knowledgeably about social and digital strategies
- An acute eye for detail
- Analytical experience - demonstrated through communications with the team and clients
- A team player with the ability to work under own initiative
- Able to work quickly, accurately and under pressure
- Flexible, adaptable and diplomatic
- Excellent at communicating with team, clients and prospects
- Leadership and management experience
- Professional attitude to work at all times
- Badass