



CREATIVE STRATEGIST

Osborne Pike is committed to creating brand and packaging design work that works - work that emotionally connects with audiences and has a positive business impact for our clients. We work with globally renowned FMCG clients including AB InBev, Mondelez, Yakult and Danone Nutricia.

We are looking for an experienced Creative Strategist to join our team, who is passionate about getting under the skin of our clients' business and crafting compelling brand stories based on consumer and cultural insight.

You'll be a storyteller at heart and play a pivotal role in shaping the strategic vision of our branding and packaging design projects. You'll work closely with our design studio to create best-in-class creative work, that cracks our clients' objectives.

Day-to-day tasks will include:

- Desk based research to identify and analyse category trends, competitor activity and cultural trends, in order to inform strategic opportunities for the brands we work on
- Leading brainstorming sessions and creative workshops to generate ideas
- Writing inspiring creative briefs, providing springboards for our creative studio
- Provide creative direction and feedback to designers, ensuring consistency and quality in deliverables.
- Development and articulation of clear brand positioning, messaging hierarchies and creative territories
- Creating brand-focused scripts for short films and animations that bring to life brand purpose and positioning
- Collaborating with designers to develop compelling presentations, brand narratives and guidelines
- Ensuring deliverables align with client objectives
- Building strong strategic relationships with client partners, assisting with stakeholder management
- Measure and analyse the effectiveness of our branding and packaging strategies
- Provide insights and recommendations for continuous improvement and optimization
- Authoring Osborne Pike content and thought leadership for agency marketing channels



What's on offer?

Benefits include:

- Competitive salary
- Hybrid working
- Private Health Insurance
- Cycle to Work Scheme
- Volunteer Day
- Birthday off

And many more!

We're an equal opportunity employer and all applicants will be considered for employment without attention to ethnicity, religion, sexual orientation, gender identity, family or parental status, national origin, veteran, neurodiversity status or disability status.