



Experiential Strategist - Job description

Position: Experiential Strategist

Experience: 3 – 6 Years

Reporting: Creative Director

POSITION OVERVIEW:

Wizcraft seeks an experienced creative strategist who loves to write. Yup, that's right. You can't be intimidated by the blank page, because it will be your job to fill it. You love creating something out of nothing. You love words, and how they sound when you put them together into beautifully written copy. You are an excellent story teller and love an audience when you weave your spell of magic. You love solving communications and marketing challenges. You are an entrepreneur at heart. You aren't afraid to ask questions. You are a keen observer of your environment. You love working with highly creative and motivated people. Collaboration makes your talents shine. You love technology and dream of ways that you can use technology to solve problems in new ways. You think of yourself as an innovator. You talk about your ideas with conviction. You read a lot. You are a fountain of good ideas, and you seek a job that will utilize your highest and best talents. You understand the difference between something that is acceptable, and something that is exceptional. Most of all, you feel a huge intrinsic reward when you see your ideas come to life and create good outcomes.

PRIMARY RESPONSIBILITIES:

- You'll create killer content, digital and experiential campaigns for our Intellectual Properties and Big Ticket Events.
- You'll write a lot of proposals that are "over the top" creative and innovative.
- You'll play a vital role in the design, creation, and implementation of marketing/communications programs for cool, recognizable brands.
- You'll interact with clients and deliver strategic ideas that are on point, effective, and totally brilliant.
- You will constantly strive for even better ideas. People who work with you will feel inspired and alive as you deliver thought-provoking leadership and strategic direction.
- You'll manage fast-paced chaos masterfully as you juggle demands for different clients.
- You will write. A lot. Many nouns and verbs on paper, so you must love to write. Most of all, you'll have fun.

REQUIRED SKILLS & EXPERIENCE:

- You should be open to travelling domestic as well as international for official work.
- 3-6 years of experience as a creative/marketing strategist (agency experience is a BIG plus).
- Proven understanding/experience using both traditional and new digital tools and tactics.
- Actual experience working as a creative on large scale live events.



- Excellent verbal and written communication skills – a passion for writing! Wren & Martin are your best friends. (writing is a critical function in this role)
- Highly creative mind with prolific idea generation capabilities and innovative thinking.
- Ability to understand complex business information and effectively communicate key messages to and on behalf of all levels of business management.
- Entrepreneurial spirit; willing to work above and beyond expectations to achieve great.
- A “whatever-it- takes” attitude will thrive in our creative work environment.
- You’ve got to be forward thinking and technology savvy – this is the future of marketing we’re creating!
- Ability to plan, organize and prioritize multiple projects and maintain tight deadlines.
- Minimum of a BA/BS degree in Journalism, English, Communications or equivalent, masters in marketing a PLUS.
- Wren & Martin are your best friends and you are a notorious grammar Nazi.
- While we strongly believe in a work-life balance, you should not have an issue working late nights to meet a deadline.
- Please include samples/portfolio of your work for the following:
 - Video (where you developed the strategy, wrote the script, oversaw the execution)
 - Events (where you developed the strategy, the event theme, the creative content, etc.)
 - Digital (where you developed the strategy, the creative approach, etc.)