

# United Kingdom Jobs Expertini®

## Creative Strategist for Social Media Ads (Fully Remote & Full-Time)

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Company: Pip Decks

Location: United Kingdom

Category: business-and-financial-operations

**Pip Decks** is on the hunt for **Creative Strategist** who's all about connecting the dots between data and ad creative. We need a smart and structured strategist to help us uncover new, exciting concepts for ads, helping us navigate the **bleeding edge** of consumer ads. Join a brilliant team of smart, humble and hungry nerds who love what they do, and be part of building the best ad-machine the D2C world has ever seen.

Some people spend their nights watching Netflix. You're watching the Facebook Ad Library. If that hits close to home - hit us up.

Salary: (depending on experience) £40,000 - £50,000 p/a

Contract type: Full Time Employment (UK) or Contract (Rest of World)

Location: Fully remote. Preferred timezone GMT/CET

### Responsibilities:

Be the connecting link between data and ad creative.

Be on the constant lookout for new formats, hooks, scripts, and angles, especially for video ads, ensuring our content is always one step ahead.

Collaborate with members of the marketing team, ensuring that our creative strategies are always pushing boundaries.

Own the project management of the entire ad creation process and help the team stay on track.

## **Tools we use**

Foreplay

Slack: For team communication.

Loom videos: To convey training and demonstrations.

Notion: To document ideas and processes.

## **At Pip Decks, our culture thrives on:**

Smart, humble & hungry team players.

Trust: Managing your time and projects is your call.

Autonomy: We provide the tools and freedom to let you steer your journey.

Outcome-driven: Impact is what we're after, not just clocked hours.

Proactivity: Owning your goals is the name of the game.

## **Requirements**

### **About you**

2+ years experience in a similar role, managing ad production, creative strategy

You're curious to find out why certain ads worked, and some didn't. You dig deep, find the answers, and can translate them into creative briefings.

Passionate about staying updated with the latest trends in the performance advertising world

You have high standards

You're always learning. If you don't know how to do something, you know where to find the answers and come up with the best possible solution to your problem, not the conventional one.

You know how to think a few steps ahead, building scalable systems, working smarter, not harder. One challenge that we're currently trying to solve - how do we generate 20+ video ad creatives per week in the best way possible?

You're organised - you love process. You're proud of your unique naming conventions and folder structures.

## Benefits

### Benefits

Play a pivotal role in steering Pip Decks through uncharted waters of opportunity.

Work from anywhere, fostering a balance that suits your lifestyle.

Enjoy a competitive compensation package.

Grow with us, in an environment that values smart work, creativity, and innovation.

To apply, please submit your details along with a cover letter. In your cover letter, please tell us why you think you're a perfect fit for the role and share a few of your proudest career moments with us - whether it's a goal that you were super proud to achieve, a "hack" you found or even a time you failed but learned something valuable from the experience.

We're looking forward to hearing from you!

With love,

your Pip Decks Team

P.S.: To prove that you actually read this job description, please include the word "Mango" anywhere in your cover letter

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