



CREATIVE STRATEGY DIRECTOR/2IC – LIQUID IDEAS

- Australia's number one independent agency
- \$ NEG plus bonus, profit share and incentives
- World leading food, beverage and lifestyle clients
- Member of IPREX – global independent PR agency network
- Fun, passionate and employee-focused culture
- B&T Awards 2011 Finalist - PR Agency of the Year
- Make your own mark!

Due to continued growth and success, our award-winning agency **Liquid Ideas**, has a rare opportunity for a talented **Creative Strategy Director** to lead its senior management team and to set the strategic and creative framework for our clients and our own business. This is an opportunity for you to make a difference.

Stuart Gregor, founder and chairman of Liquid Ideas, is a creative free thinker and comes with a wealth of contacts. He wants someone to be his right hand person.

Liquid Ideas has grown from humble origins to become a leading communications agency with 28 staff and a list of blue-chip clients including **Kellogg's, Singapore Airlines, De'Longhi, Strongbow, Crown Lager, Westfield Sydney.**

As Creative Strategy Director, you will be the strategic and creative conscience of the business. You will attract and win new business, drive business development, lead idea generation and help take Liquid Ideas beyond traditional PR to become a leader in integrated communication.

You must be a strong leader, good networker and relationship builder, be financially savvy and work to meet company profit objectives. You will be an innovative and strategic thinker with extensive experience in developing and running integrated brand campaigns.

You'll come with at least 8-10 years experience working in a PR, advertising or creative agency and have relevant tertiary qualifications.

We would like this role to commence in the first half of 2012. Salary would be generous plus senior management bonuses, plenty of lifestyle benefits and opportunities for further learning and international travel.

Next steps

Visit our website for more information – www.liquidideas.com.au

Please send your CV and cover letter to our HR Manager, Kelly Ferguson at kellyferguson@liquidideas.com.au. If you have any questions, feel free to contact Stuart Gregor on +61 2 9667 4211 or +61 419 526 015.