



Creative Director, Germany

Confidential Search Summary Document

August 2025



Omaze: Changing the world, and people's lives

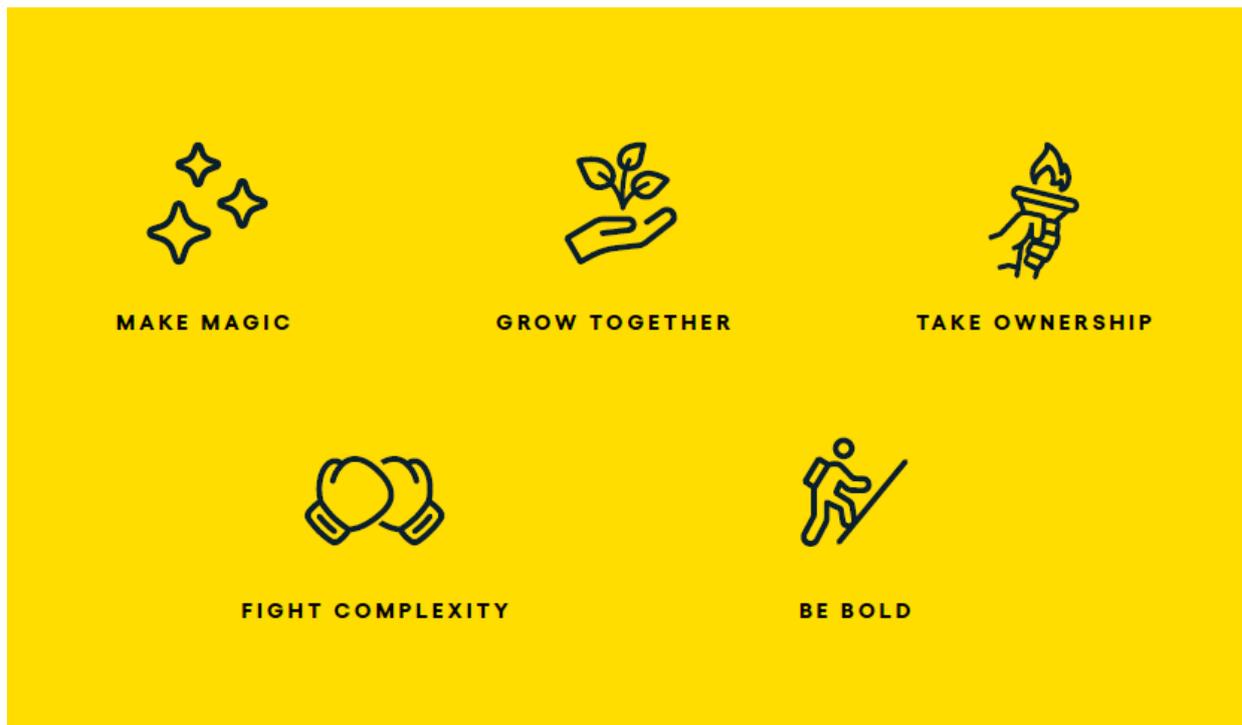
Omaze raises money for charities by offering people the chance to win life-changing prizes. Their mission is to 'excite and inspire by creating opportunities for change around the world.'

Omaze's business model combines entrepreneurial innovation with heart. They are proud to be a for-profit business that can also do good - proving that these two things are not mutually exclusive. Their goal is to be the most impactful organisation for charity in the world while also being a successful and growing commercial organisation. Through their House Draws, they raise funds and awareness for charity partners in record time, while making their lucky winners multi-millionaires. In Germany, Omaze guarantees each charity a minimum of €500k, regardless of how a campaign performs. It's a win: win - for the winners, and the charities and communities they serve.

This is an entertainment company with a social purpose, offering customers the chance to win dream homes and support amazing causes. By making giving fun, Omaze introduces charities to new audiences and frees them up to spend less time fundraising and more time doing vital work in the communities they serve.

Launched in the US in 2012, Omaze expanded to the UK in 2020 and has since reached 65% brand awareness and **raised over £100 million for charity partners**. Omaze's growth is comparable with some of the fastest growing companies in the world in their early stages and it is now one of the top 10 UK advertisers. In addition to working with the British Heart Foundation, Marie Curie, Alzheimer's Research UK, and the RSPCA, they have also partnered with high profile figures including Prince William, David Beckham, and Brian Cox.

This is a company comprised of brilliant, entrepreneurial people unified by Omaze's virtues - see below - which power them to do 'What we do every day to serve our customers'. The culture at Omaze is fast-paced and people who thrive are highly adaptable, data-driven yet comfortable with ambiguity, and oriented to roll up their sleeves and take personal responsibility.



Make Magic:

- Generate excitement at every opportunity
- Harness play to spark creativity
- Make the customer the hero

Grow Together:

- Seek and offer feedback
- Build bridges
- Keep raising the bar

Take Ownership

- There's a way. Find it
- Hold ourselves (and each other) to account
- Do the hard thing (asap)

Fight Complexity:

- The simplest solution is (almost always) best
- Embrace constraints, they fuel ingenuity
- Defy the bloat

Be Bold:

- Contest convention
- Champion outsiders
- You are here for a reason

The company's success is driven by highly effective, storytelling driven marketing. Omaze has consistently delivered beautiful creative execution across platforms brought to life with clarity, making the messaging fun, keeping it simple, and addressing customers' concerns head-on. The next chapter in this incredible adventure sees the company's strategic expansion into Germany, aiming to build a localised marketing presence that aligns with Omaze's global brand while adapting to regional cultural nuances. This expansion is a deliberate growth initiative to establish a distinct business unit in Germany with backward links to the global operations, ensuring consistency in brand presentation and optimising marketing effectiveness.

A career defining opportunity

Reporting to the Marketing Director, the Creative Director is responsible for translating global brand guidelines into locally relevant campaigns ensuring a consistent, visually compelling and impact brand presence across all platforms. You will oversee the full creative process, from initial concept development through to production, across multiple channels including TV, digital, social, CRM, and partnerships.

The company's marketing campaigns centre around storytelling that integrates charity impact, winner stories, and local community engagement, while bringing the dream of these homes to life across all channels and tailoring it to different consumer segments to build trust and excitement. You'll work in close partnership with the Property teams to shape the visual identity of video and photo content for Omaze, driving innovation, and delivering high-quality creative outputs that inspire and engage audiences throughout Germany.

You will be responsible for ensuring all creative output is on-brand, culturally resonant, and commercially impactful, driving brand love, audience engagement, and measurable commercial outcomes. While you will draw on Omaze's global brand guidelines and proven playbook, you will be entrusted to earn the influence and authority to inspire bold, world-class creative that empowers Omaze Germany to captivate audiences, amplify its mission, and fulfil the extraordinary success story it is destined to write.

You will need to build your team, engendering a culture of innovation, experimentation, and data-informed creativity, using audience insight and campaign analysis to continually improve creative output.

Key Responsibilities

Brand and Creative Leadership:

- Oversee the delivery of all video and photo content for Omaze Germany, ensuring consistency across all marketing channels and platforms
- Provide strong Creative Direction for video and photo promotional and brand assets, inspiring and guiding creative teams in producing exceptional work
- Work closely with brand colleagues and the VP of Property (in charge of house selection and design) to develop and deliver standout creative concepts for TV, digital, CRM and social media campaigns

Content and Production Oversight:

- Work collaboratively with internal and external partners to execute high-quality TV commercials, brand, digital and social content
- Collaborate with colleagues in marketing and the VP of Property to ensure a streamlined creative development process from ideation to execution, ensuring all assets align with Omaze's brand codes, position and goals
- Approve all video and photo creative deliverables, including TV, radio and cinema commercials, digital assets, charity, winner and local impact content
- Apply a deep understanding of the production and editing process to deliver polished, impactful visual assets that are performance-driven and brand-elevating

Cross-Functional Collaboration:

- Work closely with Property & Partnerships, Brand, Marketing, Communications, Social and Product to ensure cohesive storytelling and visual messaging
- Partner with the Insight and Analysis teams to optimise strategies for video and photo content based on audience preferences and campaign performance
- Serve as the primary liaison between the creative team and key stakeholders, ensuring compliance with brand guidelines

Team Leadership & Development:

- Build, lead, mentor, develop and inspire a talented team of graphic designers, videographers, creative managers and external creative partners
- Foster a culture of creativity and collaboration, encouraging innovation while maintaining high standards.

Let's talk about you

A role at the intersection of creativity, commercial performance, and social purpose will have already captured your imagination. Your proven track record of driving business growth through bringing brands to life, gained within leading agencies, e-commerce/digital, or consumer-focused scale-up environments positions you perfectly for this challenging but hugely rewarding brief. This role requires a leader who can balance big creative ambition with performance accountability, inspire in-house and external teams, and deliver best-in-class creative work that both elevates the Omaze brand and drives audience action.

It goes without saying that you'll have an impressive track record of delivery and progression in senior Creative leadership roles. Furthermore, you'll have an inspiring portfolio demonstrating multi-channel campaign work across TV, digital, social, and CRM. But to be successful in this role you will need to be a hands-on team-player who is collaborative to your core and ready to build a world-class creative team from the ground up.

Additionally, you will be/have:

- Expertise in producing and editing performance-driven content alongside brand-elevating creative
- Significant art direction experience for both still and digital assets.
- Proven ability to lead and inspire creative teams, with strong agency management experience
- A bold, imaginative thinker with commercial awareness and the ability to connect creative excellence to business results
- Highly collaborative, open to feedback, and adept at working across functions and ideally, with HQ teams
- Comfortable balancing creative ambition with performance metrics and deadlines
- Culturally fluent, with a strong understanding of local trends and audience behaviours
- Organised, decisive, and able to lead with both creative vision and operational discipline
- Fluent in German and English.

Location

- Munich based. Omaze operates a hybrid model, and colleagues are expected to be in the office on average 3 days per week
- Must be willing to travel domestically for creative projects as needed, plus regular travel to London HQ



Fortune Hill

24-38 Bloomsbury Way,
London
WC1A 2SN
United Kingdom

T: +44 (0)20 3958 5500
E: info@fortunehill.com