Downloaded from <https://www.velvetjobs.com/job-descriptions/creative-consultant>

# Example of Creative Consultant Job Description

Our innovative and growing company is hiring for a creative consultant. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for creative consultant

* Manages the content plan for the corporate homepage
* Works with employee, business and regional communications teams to define content needs and to create a content distribution plan using owned assets, paid assets and earned placements
* Manages corporate social media channels
* Leads content development working with agency partners
* Develops content across print and online channels to drive Division positioning and support business priorities
* Ensures content is effectively trafficked and produced within stated deadlines, and within brand standards
* Ensures content is highly effective—delivers to brief, reflects the key messaging and showcases differentiating proof points
* Work cross functionally or with agencies to create / secure content for presentations, fact sheets, websites, infographics and other support materials
* Responsible for conceptualization, innovation, and implementation of design solutions that meet the Employer Brand Program objectives
* Produce collateral to support the Talent Acquisition priorities such as digital content marketing pieces, brochures, email marketing, one-pagers, handouts, direct mail, social assets, digital production and career website assets

## Qualifications for creative consultant

* Experience using agile project management software such as JIRA
* Typically, seven years of professional copywriting experience
* Strong creative and conceptual skill with the ability to write effective copy aligned with strategic business objectives and brand guidelines
* BS/BA or relevant Degree in Multimedia, Digital Design, Marketing, Fine Arts, or related concentration
* 0-3 years of relevant full-time or internship/co-op experience
* High proficiency in graphic design, infographics and MS PowerPoint