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# Example of Creative Services Director Job Description

Our company is hiring for a creative services director. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for creative services director

* Work collaboratively with all product, sales, and e-commerce teams, licensed partners, to ensure all work is consistent with brand guidelines and elevated in design quality
* Maintain a thorough understanding of the creative and technical process, stay current with contemporary trends in typography, photography and design
* Oversee market research and analysis
* Foster partnerships with other school, department, product, service, program, event and/or channel managers
* Work with the organization and global communications & creative services team members to develop and execute specific & targeted marketing communications projects/initiatives – both internal and external – on digital platforms, primarily video and social media-focused areas
* Lead the development of high-level concepts and establish creative direction/solutions for an assigned program or initiative
* Maintain a high standard of creative excellence that effectively achieves business objectives
* Take ownership of streamlining the brand voice and visual ID across the organization by establishing a brand framework and re-launching Brand Central as the go-to place for brand guidelines
* Serve as the organizations chief brand ambassador and global steward of the company’s brand architecture
* Create a robust repository of digital assets (photos, regional images, graphics, templates, ) by launching OTMM 16 for all employees to leverage

## Qualifications for creative services director

* Strong knowledge in SAP, Hyperion, Microsoft Office (Excel & PowerPoint at programmer level)
* Strong team leadership with proven track of team mentoring
* Strong verbal and written communication & presentation skills to various customers (from coordinator to President level)
* Strong business analysis skills with proven track of initiatives and successes
* Must be knowledgeable in all stages and aspects of production
* Strong PC skills with knowledge of MS Office applications, including Word, Excel, PowerPoint and Outlook is necessary