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# Example of Creative Services Director Job Description

Our innovative and growing company is looking 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

* Establish greater communications and collaboration across the various marketing functions which includes regular check-ins with key stakeholders to solicit feedback and buy-in
* Develop and implement guidelines and processes to support brand and messaging development, including the effective integration of acquired company brands
* Develop and guide the company’s global advertising strategies
* Develop and maintain content and design standards for both electronic and hardcopy collateral
* Manage teams who write, edit, design various marketing collateral pieces, including brochures, overviews, direct mail pieces, case studies, advertisement copy, Web content, and more
* Ensure that the company’s positioning is reflected accurately and consistently to the media, the public and all stakeholders
* Manage relationships with external vendors, suppliers or agencies including involvement in creative and strategic sessions with agencies
* Creative direction and oversight to packaging and label designs worldwide
* Lead weekly/bi weekly Global Brand Reviews
* Frequent communication with regions, local markets, and stakeholders for strategic creative alignment

## Qualifications for creative services director

* Experience bridging and building partnership with business leaderships to help drive the business strategies and key initiatives
* Exceptional budget negotiation skills
* Demonstrated strong leadership and management experience
* Technical skills – Proficient in Adobe Creative Suite (Illustrator, Photoshop, After Effects)
* 6+ years of experience in Creative services
* Strong Managerial capacities with ability to inspire and develop creative talent