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# Example of Creative Strategist Job Description

Our company is growing rapidly and is searching for experienced candidates for the position of creative strategist. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for creative strategist

* Develop and deliver scalable internal creative strategies and solutions to support Tumblr Account Executives with go-to-market materials
* Collaborate with all relevant areas of the organization (including Ad Products, Ad Operations, Research, Marketing, Events, ) to create pitches for clients
* Lead strategic conversations that help rethink and reimagine the way we communicate with people in the world today
* Draw on many different sources of insight and knowledge to weave together a strong creative concept and narrative that act as the North Star for creative communications for each of our brands
* Develop insight-driven creative briefs that inspire the best work possible
* Work closely and productively with internal and external creative teams to ensure strategic communications and brand alignment while supporting creative impact
* Work effectively within a collaborative environment to achieve great things
* Act as liaison between account teams and research department
* Actively maintains the creative atmosphere within office, including local activities, trainings, tools
* Measure impact of an online marketing campaign

## Qualifications for creative strategist

* Prefer 7 - 10 years of planning experience at a creative agency
* Experience working on brands in entertainment and/or consumer electronics a plus
* Experience working with influencers in entertainment and/or consumer electronics a plus
* Collaborate with Sales, EIU thought leadership, client-branded content teams, and research to develop and deliver client proposals
* Work with the Director of Quartz Creative to build presentations, proposals and POV’s around emerging media, technology and storytelling opportunities
* Perform research to inform strategic recommendations across industries, brands, technology, culture and media