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# Example of Creative Strategist Job Description

Our innovative and growing company is searching for experienced candidates for the position of creative strategist. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for creative strategist

* Act as liaison between internal teams and external creative and media buying agencies, facilitating the creation of assets and the execution of digital advertising, content marketing and other marketing strategies
* Help identify and develop opportunities and partnerships in key Quartz markets and industries (B2B, Technology, Entertainment, Finance, Luxury, Auto)
* Work and collaborate with a multidisciplinary team of creative strategists, designers, content specialists and developers
* Establish strong relationships with clients through a compelling presentation manner and confidence and conviction in your ideas
* Tap into and lead brainstorm sessions with the talent across Quartz Creative
* Own the development of strategic narratives and presentations that help us articulate opportunities and ideas
* Help inform Quartz Creative thinking to reach the wider advertising, media and creative community
* Work with the Acquisitions, Content Strategy and BD teams to respond to briefs with bespoke content solutions
* This role works within the Brand and Creative Strategy group, a team of five total
* The role will contribute to the systems and processes within the team to ensure the best possible solutions are being developed for clients through the front-line sales team

## Qualifications for creative strategist

* Fluent in qualitative and quantitative research always able to pull out key insights that can inspire creative teams
* A natural storyteller who can help people see old problems in new ways
* Proven experience in online media creative solutions (5 years minimum) or similar in creative / media agency
* Highly developed communication, leadership & analytical skills coupled with a broad understanding of the media industry
* Presentation & communication skills and ability to clearly articulate, focus and communicate a Big Idea” sell
* Previous experience as a Social Media Manager, Content Strategist, or Content Producer at a digital media house or social agency preferred