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# Example of Director, Creative Job Description

Our innovative and growing company is hiring for a director, creative. 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 director, creative

* Experience with both B2B /B2C marketing
* Champion effective copywriting of marketing communications – headlines, social media content, infographics, captions, marketing content
* Responsible for the overall quality of work produced by the writers and designers on the team
* Ability to delve deep and think big, not just thinking of the small picture but big picture branding
* Interview clients, create content assets, and manage approval processes
* Develop a Voice of the Customer program that includes Customer Advisory Boards, NPS surveys, and win / loss analysis
* Develop an Executive Briefing Center program
* Maintain a deep knowledge about the audience and provide customer, market and competitive insights into the organization
* 6+ years of experience managing a customer advisory program at a B2B technology company
* Superior verbal and written communication skills - must be a strong writer and story teller

## Qualifications for director, creative

* Consult on digital advertising creative development and execution
* Assist in a design capacity as needed on any and all design deliverables
* Offer strategy-based input and guidance to other team members during creative review meetings
* Ability to process business objectives into distilled strategies that communicate big ideas
* Display awareness of evolving consumer trends, business landscape, and marketplace
* Able to operate in PowerPoint and Keynote