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# Example of Director, Creative Job Description

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

## Responsibilities for director, creative

* Serve as a sought-after partner with our stations and communicate well with them about needs, projects
* Develop creative concepts that break through the marketplace clutter and position us as the store of choice in our categories
* Oversee several creative teams (staff and freelance) in the development and execution of creative to promote and market all programming initiatives on Showtime
* Manage creative teams’ work through approved schedule and budget process oversee its review and self assessment
* Liaison with Programming, Scheduling, Marketing Partners, Digital Media, for strategic tactical coordination
* Devise, develop and guide creative solutions that effectively communicate the strategic objectives of agency clients
* Oversee new business brainstorms and planning sessions where relevant
* Assist in revenue growth across current client portfolio and new business through development of creative campaigns, projects and ideas
* Support the business development team with proactive and reactive new business outreach through the development of creative ideas for target brands and companies
* Supports portfolio/publishing development and synergy for DC Comics, Vertigo and MAD Magazine, working alongside President and Chief Creative Officer and VP Franchise Management

## Qualifications for director, creative

* Manage all processes related to the full product development calendars with licensees
* A great attitude, an open mind, an eagerness to learn and a willingness to take initiative, no matter the task, is the top requirement
* Experience building brand strategies both in the direct-to-consumer and b2b space
* Experience working directly with clients and executing on their strategy
* Experience building and developing a top notch creative team and department
* You're passionate about user-centered design and understand complex user flows, call-to-actions and cutting edge marketing techniques