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# Example of Group Creative Director Job Description

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

## Responsibilities for group creative director

* Branding campaigns
* Custom creative (print and digital)
* Event design/merchandising events
* Video reels
* Keynote, PowerPoint presentations
* Oversee the design team’s creative work on daily/weekly/monthly/yearly projects
* Work in conjunction with Production, Marketing and other cross-functional groups to supervise the development and execution of design projects on all platforms
* Be a creative visionary with the ability to inspire new thinking and energize teams
* Collaborate with stakeholders from across the organization to align vision with strategy
* Oversight of Brand consistency across the company (including coordination of External Voice Oversight Committee and maintaining brand style guides)

## Qualifications for group creative director

* A BA/BS degree in Design, Fine Art, Interface Design, Interaction Design, Communication Design, or Architecture is highly preferred
* Past editorial experience (whether through an internship or assistant job)
* 70% Execution, 30% Strategy
* Compelling storyteller who can educate entertain
* Ability to manage both his/her time effectively the team’s time
* MBA preferred, or Masters in Business or Marketing, commensurate experience in building large scale creative