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# Example of VP, Creative Director Job Description

Our company is growing rapidly and is hiring for a VP, creative director. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for VP, creative director

* Partner with Project Management to review the status of all open and upcoming projects/jobs
* Evaluate creative team, reviewing compensation, setting and reviewing performance goals hiring, and terminating decisions
* Is seen as a champion of the client’s brand and agency
* Co-lead the global brand visual refresh and launch
* Partner with BUs to develop succinct, targeted creative briefs that are insight-driven to focus the creative development and execution to generate the desired action, and set expectations for deliverables
* Lead multiple, cross-discipline creative teams and agencies/vendors to concept and execute breakthrough creative solutions that delight our customers
* Demonstrate and coach others to problem solve strategically, creatively and tactically
* Help develop existing talent and recruit key creative skill sets to meet the evolving demands of the business and today’s every changing markets and media landscape
* Be a public-facing ambassador for the Brand Studio
* Stay on top of video trends and tactics and be ahead of the curve on ad technology - to the extent that you are always ready to publicly present thought leadership on these subjects

## Qualifications for VP, creative director

* Consultative and client centric attitude
* Minimum 6-10 years’ advertising visual experience
* Expertise with creation and presentation of scientific tables and statistical data
* Minimum 6-10 years’ direct-to-physician/healthcare provider marketing and advertising writing experience
* Expertise and facility working on science-based brand assignments and medical writing with precise attention to clinical detail
* Bachelor’s degree in English, Journalism, or equivalent experience