



# Example of Creative Consultant Job Description

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Our innovative and growing company is looking for a creative consultant. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for creative consultant

- Builds relationships and partners with internal stakeholders to elicit and capture marketing business goals and ensure all marketing tools, collateral and plans are in alignment with the business goals and objectives
  - Collaborates effectively with graphic designers
  - To prepare a detailed electronic creative online and offline campaign concept in Chinese, detailing type of assets and key audiences to be reached
  - Execution and oversight of the communication campaign providing oversight of copywriting, development of key visuals, video productions and other digital communication assets to ensure final deliverables to be defined by the creative concept and reach a wide audience
  - To develop a well-produced creative campaign that meets the desired targets
  - Create engaging scripts that incorporate sound effects, graphics, animations, images, and other contemporary elements that are appealing to children and teenagers
  - Work as part of a team to imagine new media types for a student-centered audience
  - Work closely with subject matter experts to translate educational content into engaging media assets
  - Manage multiple scripts in different phases of development across multiple topics in one subject area adhering to fast-paced deadlines and project schedules
  - Track work completed in a proprietary online system
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- Experience with preparation for build and packaging of all front-end code
- Continual self-improvement is something that excites you and you love to jump in and learn something new
- Likely to have at least 2 years of experience in consulting activities, some of which should be in a creative role in a digital or marketing agency, large company or start-up
- Experience, training and certifications in digital marketing and Design Thinking highly desirable
- To be considered for an interview, a portfolio is required and should represent a range of examples demonstrating the various creative disciplines mentioned below
- Ideal candidates will also possess strong written and verbal communication skills and have experience presenting work to clients in a business setting