



Example of Creative Marketing Job Description

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

Responsibilities for creative marketing

- Illustrates concept by designing rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts and messages
- Manages content management and updates to the company website
- Meets production deadlines and project prioritization as assigned by Marketing Manager
- Contributes to business development team effort by accomplishing related results as needed
- Complete a 2-4-week rotation on each team and support daily tasks while learning the process and identifying where we can innovate and improve
- Meet with Sr
- Formalize brand architecture (design, imagery, use of iconography, and brand voice) for all brands in the portfolio
- Ensure each brand has comprehensive Style Guides to provide guidance covering logo design, brand voice, color palettes, typography, promotional messaging, image usage, Additionally, update seasonally as necessary for short term themes, colors, graphic elements
- Support Visual Merchandising initiatives at retail, showroom and tradeshow
- Partner with Director of Production on a process from initial briefs through approvals and release that maximizes Creative quality and team efficiency

Qualifications for creative marketing

- Have promotions, marketing and/or advertising experience preferably within

- Advertising and /or television management experience must include hands on involvement with advertising creative development in the television (other) medium
- Agency or creative program management experience required
- Must have a proven track record of successfully managing both high profile initiatives smaller more detail oriented projects
- Strong knowledge of required creative timeframes to produce a variety of deliverables from video to print to digital
- 1-2 Years in marketing, project management or related role