



Example of Creative Marketing Job Description

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Our company is looking to fill the role of creative marketing. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for creative marketing

- Supporting the Creative Solutions Manager in responding to Creative Solutions briefs from international clients and agencies coordinating the global implementation of the campaigns
- Provides photographic services primarily for use of the marketing department to fulfill specific internal client requests
- Attends and participates in pre-production meetings where creative direction and planning originates, project-related coordination meetings to understand the purpose, concept and requirements of upcoming photo shoots
- Works collaboratively with clients to create shot-lists and other strategies for upcoming photo shoots to achieve the necessary quality and collaborates with the creative team on ideas and executional strategies
- Inspects locations and determines best angles, positioning of subjects, lighting, backgrounds
- Arranges shooting schedules, schedules staff, freelance photographers (in conjunction with creative director and marketing managers) and other resources, sets up appropriate equipment for the type and subject of the photo shoot and ensure project timelines are met
- Takes multiple photographs as part of each assignment to provide editors, writers and others with options, and enhancing the quality of digital images as appropriate to prepare them for publication
- Utilizes image asset database, tags images correctly for search-ability by all departments on campus for historical, existing and new or future images
- Reviews expenditures with creative director
- Conducts post-production image editing, and prepares files for cataloging

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- Bachelor's Degree in Web Design and Development, Computer Science, Informatics, Graphic Design, or Interactive Design
 - Experience Storytelling, Storyboarding, Copywriting is a plus
 - Responsible for designing, creating and delivering all dealer and field communication pieces including weekly updates, monthly publications and ad hoc materials as needed to support the growth and expansion of company products and services
 - Further scope includes supporting brand marketing efforts by creating custom graphics, digital video media and creation of flyers, web banners and other materials
 - Position also requires posting and staging dealership communication on current corporate platform and having ability to project manage tasks to execute and deliver as needed
 - Action-oriented and enjoys a dynamic work environment