



Example of Creative Production Job Description

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Our company is searching for experienced candidates for the position of creative production. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for creative production

- Perform file hand off from design – page assembly, pre-work shipping, RAW proofing for Pre-media production
- Partner with Senior Art Director to develop project layouts, and formats for approval
- Prepare photography for use as web imagery
- Ensure efficiency in naming conventions and manages photography library
- Remain current and serve as an in-house resource for graphic design, software programs, photographic techniques, printing processes and new media
- Effectively and efficiently manage the development, production and distribution of any and all necessary assets needed to support our marketing efforts across video, digital, social media, print, merchandising, out-of-home and any other assets as deemed necessary per our marketing plans
- Work closely with creative leadership and global marketing team to drive brand messaging while maintaining the overall look, style and feel of the brand as you elevate the execution of the work and provide vision and direction for the creative and production team
- Provide leadership and overall vision and direction for the creative and production teams
- Build and manage collaborative relationships with relevant business stakeholders to ensure that proper visibility and timely feedback is obtained, while working to produce the best possible product

Qualifications for creative production

- Understanding of branding, layout, color theory, and typography in both print and digital media
- Acute awareness of pop culture, entertainment, and technology trends
- Neatness and punctuality
- Resilient team player
- Minimum 10 years of experience in on and off air creative marketing production across multiple platforms from a cable or broadcast TV network
- Working client-side within one or multiple internationally established brand(s)