



# Example of Creative Strategist Job Description

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Our growing company is looking for a creative strategist. 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 strategist

- The role is a senior team member as will contribute to the systems and processes within the team to ensure the best possible solutions are being developed for clients through the front-line sales team
- Provide creative expertise on RFPs and new business opportunities with regard to branded content proposals
- Work with the Executive Director of Content to manage branded content campaigns from presale, to activation, to finish
- Be client facing when necessary and be a comfortable and capable public presenter
- Contributing to the overall thought-leadership program within the Strategy department for internal inspiration and understanding, client learning and development
- Author and align key stakeholders to IMC briefs
- Work closely with Sales team to enhance advertisers' account performance by providing keywords and ad copy suggestions with compliance to ad policies
- In conjunction with Account Managers, you will need to understand advertisers' objectives, recommend accurate and effective optimization solutions
- Translate data into specific and effective recommendations and plans for monetization projects
- Recommendations include, targeting and custom segment profile application, site and search re-targeting, feature adoption and account management best practices, etc

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- A deep understanding of how content is best consumed, cadenced, and optimized on key social platforms including Facebook, Instagram, Snapchat, Twitter, and Pinterest
  - A deep understanding of how relevant social platforms work—and don't
  - Excellent visual storytelling chops—whether it's bringing a story to life on camera, sketching it out on a whiteboard, or during a presentation
  - Strong personal or professional background as a content creator on mobile device
  - Fundamental design skills and creative mindset that's grounded in strategic thinking and user insights
  - Clear communicator in-person, over the phone, and via email