



Example of Director, Creative Job Description

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Our innovative and growing company is hiring for a director, creative. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for director, creative

- Serve as a sought-after partner with our stations and communicate well with them about needs, projects
 - Develop creative concepts that break through the marketplace clutter and position us as the store of choice in our categories
 - Oversee several creative teams (staff and freelance) in the development and execution of creative to promote and market all programming initiatives on Showtime
 - Manage creative teams' work through approved schedule and budget process oversee its review and self assessment
 - Liaison with Programming, Scheduling, Marketing Partners, Digital Media, for strategic tactical coordination
 - Devise, develop and guide creative solutions that effectively communicate the strategic objectives of agency clients
 - Oversee new business brainstorming and planning sessions where relevant
 - Assist in revenue growth across current client portfolio and new business through development of creative campaigns, projects and ideas
 - Support the business development team with proactive and reactive new business outreach through the development of creative ideas for target brands and companies
 - Supports portfolio/publishing development and synergy for DC Comics, Vertigo and MAD Magazine, working alongside President and Chief Creative Officer and VP Franchise Management
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- Manage all processes related to the full product development calendars with licensees
- A great attitude, an open mind, an eagerness to learn and a willingness to take initiative, no matter the task, is the top requirement
- Experience building brand strategies both in the direct-to-consumer and b2b space
- Experience working directly with clients and executing on their strategy
- Experience building and developing a top notch creative team and department
- You're passionate about user-centered design and understand complex user flows, call-to-actions and cutting edge marketing techniques