



# Example of Lead Creative Job Description

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Our company is searching for experienced candidates for the position of lead creative. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for lead creative

- Assuming responsibility for an identifiable portion of the portfolio
- An internal team of Designers & Project Managers to balance all delivery in terms of quality, time & money
- Designers within your area (product designers, graphic designers, VTA designers, product graphic designers)
- Business partners like Consumer Marketing Management and Developers
- Develop and execute project work plans (participate in brainstorm, manage operational aspects of the project, review deliverables, prepare for and schedule engagement reviews, documentation updates on project)
- Risk Management (identify and mitigate risk, risk response planning to ensure the project is completed within the specified timeframe.)
- Resource Planning (meet with internal and external project team members and identifying resources for the project)
- Manage project execution (Communicate with internal and external clients on the status of the project on a weekly basis, including analytics)
- Manage project budget (prepare Statement of Work, ensure that project stays within or below budget)
- Have internal and external contacts

## Qualifications for lead creative

- A creative eye with excellent attention to detail
- Strong communications skills with the ability to communicate creative ideas

- An understanding of fashion and luxury brands essential
- Self-driven and willingness to 'roll up your sleeves'
- As a seasoned marketing professional (8+ years) you have developed strategic messaging/positioning decks and creative briefs to fuel the creation of world class work for F500 brands and/or top notch agencies