



Example of Lead Creative Job Description

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Our innovative and growing company is searching for experienced candidates for the position of lead creative. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for lead creative

- Creates emails, flyers and coupons to support Store Development team for store openings and closings
- Clearly demonstrate innovative approaches using modest budgets – creating “more with less”
- Assist the other Creative Specialists with asset creation for other creative projects for the company
- Assist in setup and management of photo assets within the framework of Kirklands.com
- Plans content and prepares file to slices for HTML coding
- Assists with the coordination of photography, artwork, and printing
- Thrive for innovation and aesthetic excellence
- Possess the ability to take a project from ideation to completion
- Coach and advocate for junior designers and deliver actionable feedback on both design and art direction projects
- Exhibit self-initiative and operate with a high level of autonomy

Qualifications for lead creative

- Work with SunTrust line of businesses (LOB's) to understand their strategic objectives and be responsible for ensuring our UX creative excellence
- Five plus years of copywriting experience
- Building a budget/ budget management and experience in cost recovery

- Proficient in Excel, Microsoft Project or equivalent tools
- Must have excellent documentation, negotiation, and conflict management skills