



Example of Lead Creative Job Description

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Our innovative and growing company is looking for a lead creative. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for lead creative

- Provides creative direction and digital media expertise in developing effective and engaging online courses and programs in close collaboration with SPS instructional design team, faculty, and program leadership (60% of this position)
- Produces high quality, effective, and engaging media assets for courses and programs at the School of Professional Studies (30% of this position)
- Works in partnership with SPS online leadership team and Manager of the Digital Media Group to develop and implement long and short-term strategic plans and workflows to ensure efficient production of digital media content (10% of this position)
- Lead the creation of visual design concepts and compositions for digital experiences across multiple form factors (web, mobile, tablet)
- Maintain the integrity of brand and design standards throughout all digital properties
- Work with your User Experience team colleagues to support our clients digital efforts by collaborating on new designs and design strategies, execute designs within current global UI / design pattern standards, and perform needed design maintenance on existing digital properties
- Provide UI / design pattern guidance, ensure that all digital properties follow our clients global standards, and deliver needed concepts, assets, reviews and evaluations to development teams within and outside of the company
- Document visual design specifications and styles
- Work with our team of Front End Developers to ensure that your vision becomes a reality and adjust work to fit technical requirements and

Qualifications for lead creative

- Extensive experience writing in longer-form about concepts and technologies within the online advertising and/or software solutions spaces
- IT competency in Powerpoint, Outlook, Excel, Word
- A passionate advocate to our brands
- Working with Creative Directors, you're accountable for improving creative across divisional brands
- Producing and delivering quality work to brief, across a variety of brands and media
- Working with the Creative Directors and wider design team to fulfil the expectations of the clients brief