



Example of Manager, Creative Job Description

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Our company is looking to fill the role of manager, 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 manager, creative

- Partner with internal resources (PR/Brand, Marcom Leads, digital, tradeshow/events, Pls's...) or external agencies to determine the creative direction of campaigns
- Confer with creative, copy-writing, digital to discuss PI requirements and presentation concepts, and to coordinate creative activities
- Shares final campaign briefs with Sr
- Briefs and manages agency third party vendors on execution of all creative initiatives to retain current customers
- Works with Business Owners, Loyalty Marketing and agency on providing best value estimates and workback schedules
- Applies Direct Marketing industry best practices to all creative with the goal of increasing performance and LTV with customer base
- Meets weekly with Sr
- Communicates any high-level directional program/campaign changes to Sr
- Ensures campaigns are produced on brand, strategy and time to adhere to budget
- Troubleshoots and resolves day-to-day issues or problems affecting the creative quality and delivery of campaigns/programs

Qualifications for manager, creative

- Web programming languages and techniques, including HTML, Javascript,

- Bachelor's degree with proven track record of success and leadership
- Bachelor's degree, preferably in management, operations or a related field
- Ability to multitask and manage project priorities under tight deadlines
- Ability to estimate and maintain accurate budgets and schedules