



Example of VP, Creative Job Description

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Our company is growing rapidly and is hiring for a VP, creative. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for VP, creative

- Building overall company brand architecture for our LOBs and portfolio of products to allow for flexible evolution of the product portfolio through organic changes and acquisitions
- Management of internal creative team and brand team in addition to external consultants and agency relationships
- Communication with executives, board members, employees, and customers, on company and product brand decisions and positioning as appropriate
- Lead the internal PR team and external Communications agency to execute on the earned and paid PR initiatives, and direct the overall voice of the company in all industry and social channels (including collaboration with News Corp and other sister companies)
- Lead the internal Design and Marketing Services team to articulate and manifest company mission and VIS in all client-facing touchpoints
- Design consumer-facing communications strategy for Smart Source brand and related products and partnerships
- Responsible for overall brand creative process
- Direct responsibility for all output in all products and environments
- Indirect responsibility for creative output in all digital and written communications
- Develop and lead product design team and overall design process

Qualifications for VP, creative

- High degree of enthusiasm combined with a problem solver mentality
- Experience across different consumer and B2B categories
- Experience in information design and data visualization—the ability to make complex concepts clear and consumable
- Knowledge of pre-press and printing standards through a variety of methods
- Ability to multitask, manage and meet multiple concurrent deadlines