



Example of VP, Creative Job Description

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Our company is searching for experienced candidates for the position of VP, 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 VP, creative

- Manage partnership with product development, materials and product line management to ensure commercial success of seasonal line offerings
- Research worldwide marketplace and interpret consumer and market needs as they relate to the brand
- Interact closely with sales and marketing to understand product/consumer needs and work to initiate communication techniques that can educate retailers and consumers
- Work closely with category designers to collaborate on ideas and maintain seasonal design direction and execute on a consistent overall design language
- Exceptional leadership skills are critical with proven ability to help others develop to a high potential/skill level
- Able to work and thrive in a fast paced, rapidly evolving environment
- Able to work effectively in a small office environment, collaborate within a matrixed corporate structure and work seamlessly with a virtual team across North America
- Oversee development pipeline across all emerging platforms, including Snap, Facebook, YouTube Red, Twitter
- Establish high level relationships with key external creative and development stakeholders at each platform
- Maintain active relationships with external creative, development and production entities- with a fluid knowledge of projects in market

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- Skilled at translating brand strategy into meaningful and compelling stories
 - Strategic thinker plus passionate communicator
 - Critical thinker and strategic provocateur- curious and questioning
 - 10+ years experience in a consumer brand and/or creative agency environment required
 - Bachelors in Business Administration, Masters or MBA preferred
 - Demonstrated experience managing a team of copywriters, graphic designers, and video and production staff