



Example of VP, Creative Job Description

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Our company is looking for a VP, creative. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for VP, creative

- Manage internal and external relationships during both the development and production phases of show creation
- Oversee pitch materials and liaise with partners on production and development notes
- Coordinate with production teams, review episodic materials, and give notes throughout all phases of development
- Review performance of programming in market and identify best content practices on a proactive basis
- Leadership of event production companies contracted to provide event management at the company's Sales Kickoff and CX events to ensure effective brand presentation in show open, creatives, films, music, This includes design support of presentation materials for key executives (CMO, CEO, President) and adherence to event brand guidelines for all presentation materials
- Works hand in hand with the content and web teams to ensure proper brand implementation of visual and printed materials, ensuring consistency in tone, style and direction of key brand launches (product, campaigns)
- Provide administrative support and partnership to Vice President of Creative
- Pro-actively manage calendar/schedule meetings and decide which meetings VP should attend and which can be delegated
- Plan and organize department and other large / meetings, including location / venue, agenda, and potentially presentation materials
- Organize simple to highly complicated business travel, both domestic and

service, anticipating likely travel / local challenges, preparing detailed daily itineraries and be available to troubleshoot travel problems as they arise

Qualifications for VP, creative

- Accomplished at creating engaging and accessible sales and marketing communications materials
- Experience in managing internal or external clients outside the US preferred
- Experience and knowledge of the payments industry is a major plus
- Extensive experience in marketing, creative services, program execution, and brand positioning
- Possess a depth of experience among brands that are known for a high volume of creation and collateral output
- Content creation and execution is needed, specifically in digital