

Job Description: Creative Director

The Creative Director is responsible for the overall supervision of the agency's creative product, both design and copy. The creative director interfaces between the client, the account executive and the creative department. The creative director is responsible for taking strategic marketing plans and interpreting them into "big ideas."

The creative director assigns all creative projects within the agency staff and chooses which freelancers will work on which creative assignments. The creative director approves all creative work before presentation to the client, first reviewing the creative work with the account executive, taking the account executive's requests for change into consideration. (Note: the account executive should not interface directly with art directors and copywriters unless the creative director has given permission.) Most of all, the creative director should have a "vision" about the importance of the creative product to the future success of the agency.

The Creative Director reports directly to the president.

Duties:

- Directs the creative product at the agency and strives for excellence in everything from concept to completion of every project on schedule.
- Works closely with account services to solve marketing problems through smart, well-designed advertising and collateral materials that help sell product, and maintain good image for clients and agency.
- Manages the creative/production department (art directors, copywriters, production artists, etc.).
- Attends creative input meetings (along with the art director/copywriter team) to develop creative strategies and implements all creative requirements including copy, layout, illustrations, final art and photography.
- Is called on request of account executive, or by his/her own request, to "sell" creative at client presentations.
- In concert with production manager, selects vendors for jobs and is involved along with the creative team in signing off final art and press proofs.
- Supervises full-time senior art directors. Has oversight on selection and management of all freelance services.
- Interviews and screens applicants for creative positions as well as hiring and terminating.
- Maintains current working knowledge of computer-related skills, software and hardware to ensure entire creative department as well as individual staff members remain on the leading edge of essential technology and skills.