

Job Description: Creative Manager

Overview:

This would be the key person in the creative department for all other associates in the department. This position MUST have the backing of executive management and creative directors. Creative Staff must heed this person's direction. Acts as the "Right Hand" to Creative Director. Best suited for a team oriented environment.

Responsibilities:

- Assists Creative Director in assigning projects to Art Directors and Copywriters, utilizing current workload, skill sets and experience.
- Initiates and attends assignment input meetings with creative and account series to review large projects as required.
- Facilitates approval and routing of creative projects.
- Monitors creative department workloads and follows up on due dates.
- Expedites rush jobs in a way that process does not obstruct the orderly flow of everyday work.
- Acts as liaison between Creative, Production and Account Service departments to adjust due dates as needed.
- Use project requirements as potential training opportunities for staff appropriately.
- Maintains resources reference files and acquires freelance assistance as needed.
- Confirm purchase orders and other pertinent paperwork is completed for outside services.
- Assists Print Buyers in obtaining print specifications from Creative and Account Management departments for quoting purposes.
- Maintains Creative Department calendar.
- Funnels computer issues for department to IT staff.
- Coordinates agency self-promotion and new business projects.
- Attends weekly Traffic meetings
- Identifies training needs and available avenues for training, informing department head accordingly,
- Sounding board for issues/improvements, informing department head accordingly
- Works with Production Manager as necessary to establish assignment workloads.