

JOB DESCRIPTION

Creative Director

Department	Creative
Reports To	Chief Executive Officer
Supervises	Deputy Creative Director, Art Directors, Copywriters

JOB PURPOSE

To build a collaborative creative culture that ensures the continuous delivery of high-quality creative product. The Creative Director sets the creative agenda and philosophy for Transpose Communications, leading the creative and artistic voice and vision of the agency.

KEY RESPONSIBILITIES

Creative Strategic Leadership

- Oversee the conception, visualisation and implementation of best-in-class, award-winning creative designs, concepts and campaigns for client briefs
- Drive the development of creative best practices to produce compelling assets across all work streams
- Coordinate the translation of client objectives into marketing strategies, planning and completing design and production requirements
- Provide creative direction on identity development, campaigns, brand and style guides, copywriting and content creation, including social and video
- Review client briefs and oversee creative input, considering scope, budget and scheduling factors

Collaboration & Client Interaction

- Oversee creative consultations with account teams to ensure appropriate strategy, budget, schedules and production support
- Collaborate with writers, designers and business partners to translate briefs into conceptual designs, maintaining campaign and brand continuity
- Champion campaign pitches and proposals, and provide thought leadership in client-facing engagements

Project & Talent Management

- Lead and manage multiple projects simultaneously from conception to completion, in line with deadlines and budgets
- Oversee the development of a creative sample library and narrative to support client and internal teams
- Manage, mentor and critique a team of designers and art directors to guide the creation of engaging, awardwinning content

- Manage performance of direct reports and ensure relevant training and development interventions are implemented

PERFORMANCE EXPECTATIONS

- Deliver excellent creative work consistently across all clients and campaigns
- Deliver a minimum of 4 award-worthy campaigns per annum
- Maintain high client satisfaction and minimal client complaints across all accounts
- Upskill the creative team and ensure zero account loss due to creative issues

KNOWLEDGE, SKILLS & COMPETENCIES

- Strong knowledge of art, illustration, graphic design and multimedia applications (Photoshop, Illustrator, etc.)
- Ability to interpret client briefs and strategy into original, on-brand creative work
- Superior copywriting and storytelling ability across formats
- Strong ideation and conceptualisation skills
- Excellent project management and ability to manage multiple work streams
- Strong client relationship management and negotiation skills
- Sound understanding of digital solutioning and consumer behaviour

