

**JOB DESCRIPTION:**

Creative Director

REPORTS TO:

President / CEO

WHO WE ARE:

It seems like, these days, many ad agencies are ashamed to call themselves ad agencies. They'll say they're storytellers, brand ninjas, or stuff like that. Not us. We're an ad agency and proud of it. A 61-year-old one, at that. And while the mediums and channels have changed over the past six decades, one thing has not: that it's our job to make our clients shine. A task, by the way, we gladly take on in the form of creative, PR, media and analytics. For us, it's all about getting results for our clients. Each and every day. Just like we've done for the past 61 years.

JOB SUMMARY:

As Creative Director, this individual functions as the chief daily creative contact with client services and client representatives on those accounts under their supervision, presenting and speaking on behalf of the agency at various presentations.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Responsible for the development and production of advertising for a number of brands and/or services.
- Oversees a staff of writers and art directors and is responsible for the quality of their work.
- Helps to create and maintain a high energy level with those personnel assigned to his or her group.
- Evaluates the performance of the people assigned to him/her and makes recommendations for advancement and salary increases.
- Responsible for teaching creative philosophy, values and beliefs with the assistance of senior creative personnel.
- Participates in, and contributes to, the new business activities of the agency, as required.
- All work on the accounts in the Creative Director's group is initiated through him/her and completed under his/her direction in time to undergo normal agency approval procedures.

Business Development

- Pursues new ways to contribute to agency profitability
- Identifies and directs new business opportunities within existing clients.
- Represent the agency at appropriate clubs, meetings, and events, and direct agency principals to those high-level exposure opportunities
- Participates in new business development efforts for the agency
- Collaborates with departments to create/revise proposals

QUALIFICATIONS

- Bachelor's degree in related field required.
- Ten or more years of related work experience and/or training or equivalent combination of education and experience required.
- Work experience as a senior writer or art director preferred.

COMMUNICATION ABILITY:

Ability to read, analyze and interpret information from a variety of sources, such as trade journals, research reports, white papers and cross-tabulated survey data to effectively present



information in one-on-one and group situations to customers, clients and other employees of the organization.

REASONING ABILITY:

Ability to define problems, collect information, establish facts and draw valid conclusions based upon information furnished in written, oral or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

COMPUTER SKILLS:

- Personal computer proficiency (Apple, Windows and server-side applications)
- Working knowledge of Workamajig software, Office 365, Adobe Creative Suite

LEADERSHIP RESPONSIBILITIES:

Does supervise the work of others.

WORK ENVIRONMENT:

We work in a fast-paced, energetic, creative environment. Occasional travel and overtime may be required.

PHYSICAL DEMANDS:

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to walk; sit and use hands to finger, handle or feel. The employee is occasionally required to stand; reach with hands and arms; stoop, kneel, crouch and crawl. The vision requirements include ability to adjust focus and close vision. Reasonable accommodations may be made to enable individuals to perform the essential functions.