

# CREATIVE DIRECTOR

Full Time | On-Site

## WHAT WE'RE LOOKING FOR...

The Creative Director at West Edge drives the vision and execution of innovative, impactful creative solutions across print, digital, and mixed-media platforms. They lead and inspire a team of talented professionals, ensuring exceptional quality and strategic alignment with client goals while fostering collaboration and innovation. With a passion for creative excellence and a client-focused approach, the Creative Director plays a key role in shaping both agency success and client satisfaction.

## WHAT DOES A CREATIVE DIRECTOR DO?

- Defines the creative vision:** Sets the strategic and creative direction for brands, campaigns, and marketing messages across print, digital, and mixed-media projects.
- Ensures cohesive branding:** Maintains a seamless look and feel across all touchpoints, aligning with brand standards while adapting messaging for diverse platforms and audiences.
- Manages budgets and timelines:** Collaborates with the Project Management team to set realistic budgets and schedules, ensuring goals are met within scope.
- Leads the creative team:** Inspires and guides a team of creative professionals, fostering collaboration, innovation, and excellence. Builds and manages teams of full-time and freelance Copywriters, Designers, Videographers, and more.
- Engages with clients:** Leads client-facing discussions on creative strategies and deliverables, advocating for concepts and ensuring alignment with client objectives.
- Maintains quality control:** Oversees cross-department standards for technical execution, environmental display, and platform-specific needs.
- Drives innovation:** Explores new creative tools and techniques to enhance team capabilities and drive success.
- Sets goals and metrics:** Establishes and monitors annual and quarterly departmental goals, tracking progress and performance.
- Provides mentorship and training:** Equips the team with tools, training, and guidance to excel in their roles, fostering an inclusive and supportive environment.
- Collaborates across departments:** Works with other department directors to ensure agency cohesion and alignment on strategies and objectives.

## EXPERIENCE

- 5 to 10 years in creative or marketing roles, with a proven ability to lead teams, present ideas, and articulate a compelling vision.
- Brings a holistic understanding of the creative process, with strong skills in copywriting, design, and brand strategy. Experience with WordPress, UX/UI principles, and coding basics (HTML, CSS, JavaScript) is a plus.



- Excels at building and maintaining client relationships, effectively communicating creative strategies and solutions.
- Combines creative expertise with strategic planning, ensuring alignment with business objectives.
- Manages departmental budgets, tracks profitability, and sets measurable goals for growth and success.