

# Creative Director

The Creative Director will drive creative strategy and work across multiple teams and accounts to develop and design innovative experiences to meet client goals and Giant creative standards. The digital Creative Director will be responsible for developing and managing the digital creative function for our agency.

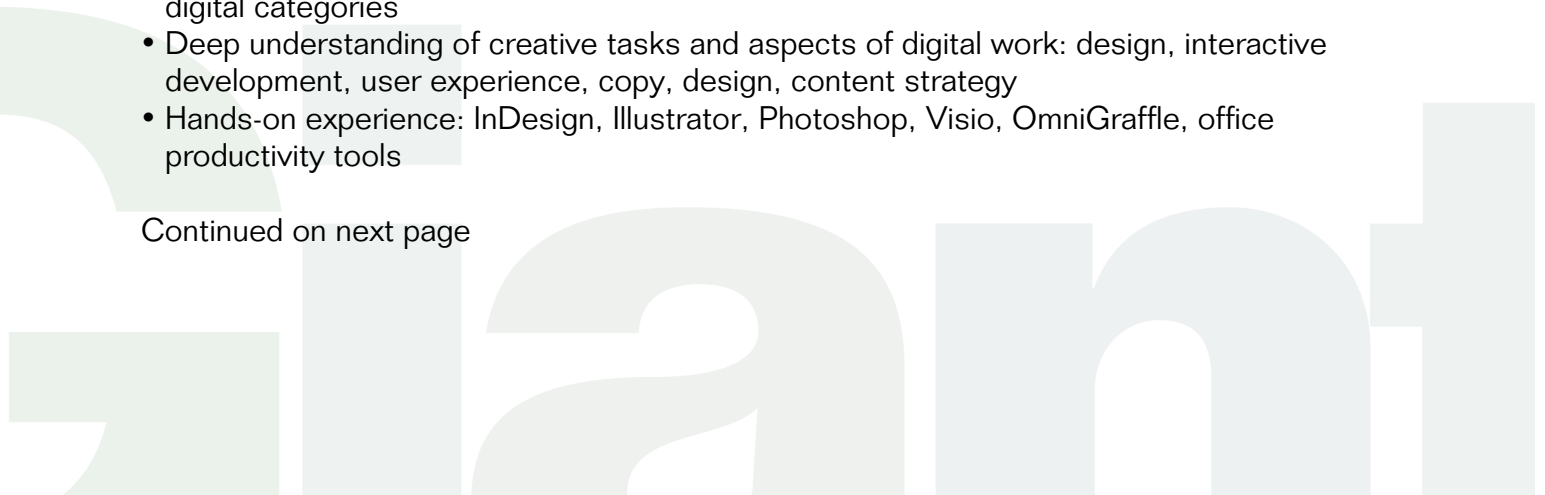
## Responsibilities

- Lead creation of visually compelling representations of a digital initiative's high-level interaction, navigation, and organizational design
- Develop and maintain relationships with key client stakeholders
- Identify opportunities to create business value and strengthen quality of digital creative work
- Support development of digital creative staff and function: attract, retain, mentor, and grow digital creative talent
- Advance understanding of digital process and procedures, and enhance role of and respect for digital creative perspective
- Establish strong, collaborative working relationships with existing creative staff to leverage existing strategic creative experience and deliver seamless creative product that meets Giant standards and client expectations
- Develop and implement a process for deliverables review that assures maximum collaboration and brings out superior creative ideas and concepts
- Foster environment of multidisciplinary digital creative problem-solving, incorporating creative disciplines, media, technology, and strategy
- Support new business pursuits, including collaborating with internal staff to expand digital work with existing clients as well as shaping and responding to digital opportunities, creating proposals and client presentations
- Supervise staff, including information architects, interactive designers, programmers or coders, and contracted creative resources (such as Flash, video) that may be required as part of a digital project

## Qualifications

- 10+ years of industry experience in an established creative role (agency a plus) with a proven track record of success
- Current working knowledge of online advertising, user experience, and other digital categories
- Deep understanding of creative tasks and aspects of digital work: design, interactive development, user experience, copy, design, content strategy
- Hands-on experience: InDesign, Illustrator, Photoshop, Visio, OmniGraffle, office productivity tools

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## **Creative Director qualifications, continued**

- History of being in client-facing roles with long-term client relationships
- Strong experience in pharmaceutical and biotech industry highly desired
- May be extremely talented interactive designer who is ready to create and lead a best-in-class digital creative team
- Worked on broad range of digital projects, including websites, microsites, display ads, video, trade shows, email, online brand management and integration, mobile, CRM, and social media deployments. Knowledgeable about importance of other digital elements such as SEO/SEM, analytics, technology trends, and other core digital attributes.

Qualified applicants should send a cover letter and resume with “Creative Director” in the subject line to [jobs@giantsf.com](mailto:jobs@giantsf.com).

