



Ministry Matters Media Services

Design + Strategy = Engagement

Creative Director

Reports To: President

Status: Part-Time

Payrate: To Be Determined

A Creative Director oversees the design layout and visual impact of marketing materials, products, or publications. Their duties include leading a team of creative professionals, meeting clients to determine visual needs for packaging or advertisements, and coordinating with freelance professionals and manufacturers to complete projects.

- Strategy sessions with clients
- Communicate with the team the needs of the clients
- Develop strategic goals for clients
- Create marketing budgets for clients
- Ensure 100% client satisfaction
- Heading brand campaigns, including submitting ideas for projects and overseeing the development of all creative content
- Supervising all work completed by the creative department
- Working with clients to set project deadlines and content goals
- Presenting project information, including deadlines and budgets, to clients
- Develop and oversee the creative budgets

Creative Director Education and Training Requirements

Creative Directors need a bachelor's degree at a minimum, with many candidates possessing degrees in fields like advertising, design, or marketing. No certifications are needed for a Creative Director, but they should have training in any software the company uses. Creative Directors complete most of their training on the job while working in different creative positions.

Creative Director Experience Requirements

Creative Directors should have at least five years of experience. Working in creative and marketing roles provides valuable experience for Creative Directors, who should feel comfortable leading a team. Ideal candidates will have B-to-B/B-to-C experience across various digital channels, including website builds, tablet/ mobile, social media platforms, interactive media, photo shoots, and video production.



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What are the daily duties of a Creative Director?

On a typical day, a Creative Director starts by checking their email and voicemail to respond to time-sensitive messages from clients or creative team members. They review campaign calendars to determine deadlines for upcoming projects and communicate with team members to check their progress. The Creative Director meets with clients and the creative or marketing teams throughout the day to pitch ideas for upcoming campaigns and reveal the finished packaging layout or publications.

What qualities make a good Creative Director?

A good Creative Director has an innovative mindset that inspires them to develop new and exciting ideas for visual marketing campaigns. They have excellent verbal communication skills that allow them to present their ideas in marketing meetings and persuade clients to approve their projects. Further, a good Creative Director understands that some projects require additional time to complete and communicates effectively with clients to ensure their expectations are met.

TO APPLY

Please submit a cover letter explaining your vision for the position and resume to team@MinistryMattersMedia.com with the subject line "Creative Director." No phone calls or other inquiries, please. Only applicants selected for interviews will be contacted.

Ministry Matters Media Services is an equal opportunity employer. We are committed to employing people who reflect the diversity of our clients and the communities and people they serve.