

About Creative Craft

The Creative team features an incredible array of experienced, fearless, smart visionaries, capable in all media and technologies, and united by a common goal: to build brands that solve a human need. It requires hard work, a healthy dose of imagination, and a passion for craft to make work that stands out in the world. We've got super-smart, friendly, and caring people who put their hearts and souls into the clever work that they create for our clients in order to deliver thoughtful creative messaging to the patients they serve. And the best part? We have a ton of fun while doing it.

Position

Title Associate Creative Director

Role Summary and Expectations

Role Description

The Associate Creative Director oversees the creative team from inception to final product and ensures quality of content and style to meet the client's marketing strategies and objectives with their creative partner; they are a brand leader who solves strategic and creative issues with the client while enhancing the client's confidence in the agency. As a leader the Associate Creative Director manages and mentors a team of creatives that report to them and as needed on projects while simultaneously managing a heavy workload. In this role, the Associate Creative Director must have an advanced understanding of Klick Health departmental procedures such as routing, print production, protocols, usage rights of stock, images for layout, as well as other internal procedures and solutions practiced by our creative craft.

Key Accountabilities

- Brings knowledge of product, market & position ensures sound strategic planning, timely & accurate implementation, good service, financial control and a solid client relationship
- Full understanding of client's marketplace and can evaluate work in light of current marketing environment and trends
- Possesses the ability to take abstract concepts and empower project teams to create cutting-edge concepts or designs that are user-friendly, representative of the client's goals, and within brand guidelines
- Contributes innovative ideas appropriate to the client's marketing strategy that challenge the status quo
- Leads and contributes in brainstorming sessions with stakeholders across meetings
- Proactively anticipates and solves creative problems and makes effective recommendations to Creative Directors

- Leads creative teams in the execution of ideas to a high standard of creative excellence
- Provide feedback on creative approaches to communicate the client's message about the product for both the overall campaign
- Oversees creation of rough concepts for presentation to client, developing them into compelling and captivating presentations; presents them in an organized, professional, and effective style to clients
- Helps set priorities and manages workloads so that assignments are completed within agreed upon timeframes
- Responsible for growing existing brands and participating in new business to generate additional revenue
- Supervises and participates in all concept work for brands and new business pitchesFosters an environment of diversity and inclusion on the team
- Manages and mentors direct reports on multiple brands; coaches, challenges, and provides opportunities for growth
- Sets expectations for the team and communicates and follows up when standards are not being metDevelops goals with each direct report and conducts performance reviews and regular 1:1s to provide coaching, support career plans, and provide learning opportunities that aligns people's growth to craft's people strategy
- Demonstrates the ability to hire and retain highly capable peopleDemonstrates full understanding of how budgets and schedules are applied for financial management
- Develops strong relationships with all cross discipline leadsAdvances knowledge and craft expertise in art and copy, developing into a well-rounded creative
- Develops and seeks cross discipline learning from colleagues and vendors to ensure highest quality product within specified deadlines
- Shares experience and knowledge of the industry
- Invests in staying at the cutting edge of craft

Key Requirements

Skills

- Must be able to demonstrate effective oral and written communications skills
- Strong interpersonal and collaboration skills
- Exhibits sound judgment and decisive problem solving ability
- Ability to work well within a team setting
- Ability to build client rapport and trustEstablished presentation skills
- Managerial and leadership skills
- Deep understanding of product challenges in relation to overall market

- Complete understanding of market trends and marketing briefsIn-depth understanding of the assigned account, treatment category, clinical developments, and relevant physician specialties
- Computer proficiency; solid knowledge of design programs

Education

- Bachelor's Degree in Advertising/Marketing, Communications, Visual Communications, Graphic Design, Writing or related discipline preferred

Experience

- 10+ years of experience in marketing/advertising business experience preferred