## JOB DESCRIPTION

| **Title** | Creative Director & Principal | | |
| --- | --- | --- | --- |
| **Reports To** | [Insert Position] | | |

**Job Purpose**

The Creative Director & Principal at [organization name] pivotal in steering the studio's creative vision and ensuring the delivery of high-quality, innovative projects that resonate with our clients and audience.

This role involves leading the creative team, conceptualizing and overseeing creative processes, and fostering a collaborative environment to produce outstanding visual and conceptual work. The Creative Director & Principal will also play a crucial role in the studio's strategic planning and business development efforts.

**Key Responsibilities**

Key responsibilities include, but are not limited to the following:

* Develop and articulate the creative vision for the [Organization Name] studio, aligning with our brand values and business objectives.
* Lead and inspire the creative team, including art directors, designers, copywriters, and other creative professionals, to foster an environment of creativity and professional growth.
* Oversee the conceptualization and implementation of creative projects from inception to completion, ensuring they meet the highest standards of quality and creativity.
* Collaborate with account executives and project managers to understand client needs, ensuring creative concepts and strategies fulfill client requirements and exceed expectations.
* Conduct brainstorming sessions and creative workshops to generate innovative ideas and concepts.
* Review and refine creative outputs, providing clear feedback and direction to the team.
* Establish and implement design and brand guidelines to ensure consistency across all studio outputs.
* Participate in client presentations and pitches, effectively communicating the creative vision and strategies behind proposed projects.
* Monitor industry trends, technologies, and techniques to ensure Ste. Marie Studio remains at the forefront of design and creativity.
* Manage and mentor team members, supporting their professional development and ensuring a high level of performance.
* Additional related duties as assigned.

**Core Competencies**

* Exceptional leadership and vision in managing creative teams and projects.
* Strong creative, strategic, analytical, and organizational skills.
* Excellent ability to communicate effectively, both verbally and in writing, with diverse teams and clients.
* Proficiency in digital design tools (Adobe Creative Suite, etc.) and understanding of current design trends.
* Demonstrated ability to solve problems creatively and effectively.
* Capability to work under pressure, meet deadlines, and handle multiple projects simultaneously.

**Key Qualifications**

* Bachelor’s degree in Art, Design, Advertising, or related field. Master’s degree preferred/an asset.
* A minimum of X years’ experience in creative roles, with at least X years in a leadership position within a creative agency or design studio.
* Extensive portfolio showcasing a wide range of creative and design work.
* Proven track record of conceptualizing and executing successful creative projects.
* Experience in client relationship management and new business development.

**Working Conditions**

* The standard workweek for this position is [insert #] hours. The standard business hours for this position are [insert core hours].
* Overtime and hours worked outside of the standard work schedule may be required.
* This position is remote/hybrid/onsite.
* Extended periods of sitting/standing may be required.
* Constant exposure to screen-held devices, whether laptops or desktops, etc.
* Occasional travel may be required for client meetings, presentations, and industry events.