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Associate Creative Director - Copy

Location Detroit or Dearborn Michigan - USA

Summary

The Associate Creative Director will assist in the supervision of art directors, copywriters and junior-level creatives. The Associate Creative Director will report to the Executive Creative Director and help in presenting concepts to account management.

Compensation

A starting base salary of \$135,000 to \$140,000, based on experience. Exceptional health and wellness benefits, retirement, savings plans and more.

Duties and Responsibilities

- Work alongside the Executive Creative Director to guide creative development and execution.
- Responsible for developing and implementing creative direction (leadership and vision) on assigned projects.
- Responsible for developing a creative brief articulating the key elements of the creative direction.
- Supervise execution of copy, content, art, and design throughout all phases of project development.
- Delegate or share tasks / responsibilities to improve workflow.
- Serve as liaison between client and creative group, communicating vision of creative group to client.
- Strategize with creative team to anticipate problems, analyze solutions, identify alternatives and suggest recommendations.
- Collaborate with departments to streamline information flow and improve project management process.
- Develop and implement processes standards and guidelines for ongoing copy development.
- Work with Senior Art Director to interpret concepts / copy into completed design.
- Maintain copy oversight of creative product from inception through completion to ensure quality and maintenance of concept through approval of design.
- Responsible for creative and strategic thinking, developing writing and messaging skills relative to product descriptions, e-mail campaigns, headlines, and other media.
- Deliver creative copy, ensure message consistency, brand integrity, organization, grammar, sentence structure, and punctuation.
- Superior written and verbal communication skills.
- Show demonstrated ability to proofread, edit, and review materials for accuracy and adherence to company standards for writing style and voice.
- Offer solutions and make recommendations for content development

Qualifications

- BA or advanced degree
- Prior experience working in advertising, and knowledge of the automotive industry preferred
- At least 6 to 10 years' of experience as a creative
- Very strong time management and organizational skills
- Strong leadership and mentoring skills
- Detail oriented

Contact

Tony Filson
Officer in Charge of Search
Filcro Media Staffing

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