

Job Description - Creative Director

Location: - Mohali (Punjab) Near Chandigarh

Salary:- Best in Industry

Joining:- Within 30 days from date of acceptance letter

Company Description

ADI Group has working companies across Business Intelligence, Information technology, Animation and Clinical Research Services, with its footprint across the globe. ADI since its inception, in 1999, has worked with SME and Fortune 500 companies across our wide service offerings. Currently having a presence in USA, UK, and France. We are proud of our organization culture along with our focused and hardworking team, which is solely responsible for making our journey full of appreciation and success. For more information about us please visit:

URL:-www.adi-group.com

Educational Background: - Any Graduate or may be Creative with degrees in art, graphic design, marketing, communications, journalism and other fields. However, more important than a degree is a foundation of hands-on, applicable experience.

Professional Experience: -

- Proven experience as a creative director or in a similar creative role.
- Hand-on experience in creative process, marketing, graphic design and brand development.
- Excellent working knowledge of software such as Photoshop, Illustrator, InDesign etc.
- Outstanding leadership and organization skills
- Exemplary interpersonal and analytical abilities.
- **Creativity:** Creative directors will invent new ideas for branding, advertising campaigns and marketing messages. They need to understand design and smart copy, and recognize fresh approaches to advertising.
- **Analytical Skills:** Advertising and marketing is ever-evolving, and good creative directors are able to analyze trends, look at new data and keep with the times.
- **Decision-Making Skills:** Advertising campaigns have timelines, and creative directors will need to make decisions on final copy, final art, finished commercials and radio spots.
- **Management Skills:** Creative directors often have to keep many creatives on schedule, and manage their own time.

Primary Roles & Responsibilities: -

- Conceive and implement concepts, guidelines and strategies in various creative projects and oversee them to completion.

- Collaborate with Client account executives to obtain knowledge of the clients' requirements.
 - Direct and motivate teams of art directors, illustrators, copywriters etc. to help them use their talents effectively.
 - Lead brainstorming/creative sessions to generate ideas.
 - Write and design unique and well-crafted copy that meet clients' needs as well as our own.
 - Revise content and presentations, approve/reject ideas, provide feedback to the team.
 - Train and guide subordinates into accomplished professionals.
 - Monitor results of team efforts and propose actions for the future
 - Develop concepts for advertising or promotional campaigns.
 - Pitch ideas to clients if working for an agency or present to directors if working in-house.
 - Negotiate with clients to amend ideas in line with their wishes and explain what is and is not possible.
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- Lead multiple projects from conception to completion in accordance with deadlines.
 - Evaluate and, if necessary alter, the content of projects before completion
 - Hire, develop and manage the creative team
 - Ensure all the organisation's or client's visuals are consistent with the overall brand
 - Select external suppliers when necessary.
 - Keep clients abreast of progress and answer their questions Storyboard or translate ideas to the creative team of art directors and designers.
 - Sign off projects before they are presented to the client
 - Steer or write scripts