

## **Creative Director Job Description**

Silverlink Communications, located in Burlington, MA seeks to hire a Creative Director (CD), responsible for leading the creative work that is produced for selected Silverlink accounts. Silverlink Communications is a fast-growing provider of integrated communications solutions that significantly increase revenue, reduce costs, improve clinical outcomes and increase client/member satisfaction for healthcare enterprises. The company's unique technology and services enable clients to design, deploy and manage communications programs through different media to large populations. Silverlink's clients include nine out of ten of the largest health plans in the US, pharmacy benefit managers (PBMs), and other healthcare clients.

This leadership role includes assigning teams, inspiring those teams to consistently produce exceptional concepts and final work, and working closely with account teams to ensure that our clients are satisfied with the quality of our creative work, the value of our services, and our responsiveness to their needs. Also, the CD will advance design methodologies and frameworks and will institute discipline in adhering to these well structured design approaches.

### **Responsibilities**

#### *Creative Work (75%)*

Help develop and review results-focused creative briefs that provide strategic insight and creative inspiration for multiple projects spanning multiple media - Voice/Audio, Print, Web, Email.

Lead the creative team in development of concepts and execution of all projects

Actively lead/participate in every aspect of creative design and development:

- Copywriting
- Graphic design
- Web and email design
- Layout

Manage and work independently under tight deadlines while juggling multiple projects

Estimate creative development costs

Approve selection of subcontract resources

Support account management activities as needed

Engage with clients as a senior member of account team to help establish trust with client and confidence in the creative team's capabilities

Write and present cohesive and persuasive rationales for campaign approaches

Become the creative voice for selected accounts

Develop positive and sustainable relationships with clients

Work with account management to grow our business at existing clients

#### *Personnel Management (25%)*

Assign creative teams best suited for selected projects based on ability and workload, including frequent use of subcontractors

Manage workloads to maximize productivity

Provide written and face-to-face feedback for quarterly and annual performance reviews, as well as ongoing feedback throughout the year (written when requested)

Interview prospective creative candidates

Assure that all creative personnel are trained and, where needed, mentored to maintain the standards and expectations of Silverlink and the client, and to meet their own career goals

### **The Ideal Candidate...**

Is a creative problem solver and leader and is not afraid of new technologies or communications techniques. Also:

- 7+ years' agency experience – Direct agency experience preferred, general agency experience considered
- 3+ years' health care plan member communications (or alternatively consumer marketing) experience
- 3+ years management experience
- BA degree (Advertising, Communications, Fine Arts or related field preferred)
- Proficiency in Macintosh hardware, Microsoft software, Illustrator and Photoshop (and other)
- A proven track record of creative ability and judgment working across Web, email, voice, and print with a focus on driving results for clients.
- Successful client contact experience
- Ability to work collaboratively with account management
- Ability to lead diverse team members and net results within a fast paced work environment
- Ability to interact with all levels of an organization up to and including an executive level team
- Excellent presentation skills
- Successful experience in managing creative teams and multiple accounts
- Commitment to go the extra mile in time and effort to produce the very best work