

Creative Director, Multicultural

Company overview: Ethnico Advertising is a full-service advertising agency specializing in multicultural markets. Our parent company Maple diversity communications rank as 79th fastest growing companies in Canada and now we are expanding the business in the USA. With clients like Porsche, American Express, Johnson and Johnson, Nestle, Edward Jones etc, we have market knowledge and expertise to drive a successful total market campaign for any client.

Ethnico Advertising is looking for an exceptionally talented and accomplished Creative Director who will be responsible for managing the overall quality, innovation, and execution of agency's all creative deliverables.

This is a leadership position and will report directly to the CEO.

Role:

- Develop creative concepts and strategies that align with clients' business objectives.
- Ensure compliance with brand guidelines throughout the creative development process
- Work closely with the internal and external stakeholders to develop and execute an integrated and breakthrough communications strategy
- Create impactful creative expression across all touch-points including digital, social, as well as multichannel mediums (TV, print, radio, collaterals, retail POP, direct mail, and out-of-home)
- Ensure efficient operation of overall creative and development processes within timelines and budgets
- Monitor trends in the digital, social, marketing, design, multicultural and global advertising industries
- Manage all creative briefs, relationships with clients' other AORs, external agency partners/suppliers
- Train, manage and mentor creative staff by critiquing their work and providing constructive feedback with the objective of delivering consistent creative quality
- Manage and execute work with a high degree of detail with accuracy, effectiveness, and organization

Skills:

- Digital Marketing, TV, Radio, Print, Social Media ideation and creative development
- World class creative and brand building capabilities
- Understanding and experience in integrated marketing campaigns
- Ability to motivate and lead others in creative development and execution of creative projects
- Willing and able to take overall ownership for all creative deliverables
- Strong written, verbal, and presentation skills
- Ability to demonstrate strong project management skills, with multiple projects

- Strong relationship and interpersonal skills for collaboratively working with internal staff, vendors, and external partners
- Ability to utilize a variety of computer software applications including Adobe Create Suite (Photoshop, Illustrator, InDesign, Acrobat) in a Mac environment, word processing, presentation software, internet searching applications, and social media tools
- 6+ years of creative/advertising agency experience

Interested applicants must submit their resume's with cover letter to agency@ethnicoad.com.