

# CREATIVE DIRECTOR



ANIMAL CAREER PROFILES

## DESCRIPTION

A creative director oversees part of a company's image and their outward facing activities. It is their job to ensure that the heart and soul of the organization is reflected in all marketing and communication materials seen by the public. They oversee the work of writers, designers, photographers, and videographers, as well as work with teams of advertisers to create tactics or pitch ideas or projects. This position requires one to speak up with their original ideas and sell their vision while working to grow the public's awareness of the organization and their mission.

A creative director acts as a mediator between consumers and companies, analyzing what consumers want and what companies need, so they can ultimately create projects that will increase the success of their organization's goals. This is an extremely important position for animal-related organizations due to the fact that most of them are non-profit and they likely depend on support from the public.

## EDUCATION

In order to become a qualified creative director of an animal organization, the first step is to obtain a bachelor's degree. Studies such as marketing or graphic design could serve as a strong foundation for a creative director. A degree in marketing communication or digital design could also be helpful and can provide students with training in areas of marketing that a creative director would be involved in, such as marketing, advertising, public relations, and digital media. Along with their major studies, taking courses in visual communication and graphic design is important as well.

Graphic design students will be tasked with creating multiple projects throughout their studies. It is crucial that they create a portfolio of this work that highlights their experience and style. This will give their future employers an idea of their skills and the projects they have worked on in the past. If experience is needed before applying for jobs, creative directing internships during college or after graduating can be extremely beneficial to gain skill and build a portfolio.

## SKILLS & QUALIFICATIONS

**Project Management** - the main goal of a creative director is to create projects that will spread the message of the animal organization

**Familiarity with Software Programs** - it is common for projects to involve the use of software and other applications so it is important to be educated on these

**Presentation Skills** - a creative director must make outstanding pitches to clients in order to begin new projects and ultimately reach the goals of their organization

**Leadership** - must lead a creative team to bring to life a client's vision with strong communication and presentation skills

TYPICAL  
SALARY

**\$80K -  
\$197K**