

## Creative Director - Copy

Our client, a well-established company with offices around the world, is looking for a Copy Creative Director to join its in-house advertising agency. In this role, you will be challenged with the goal of repositioning the corporate brand towards a needs-based market segment. You will work in partnership with the Design Creative Director, creating a full range of marketing and sales materials.

The right candidate for this position will come from an advertising background – someone who can be passionate about their work, who is intellectually curious, and who can bring their creativity and salesmanship to the table every day.

As Copy Creative Director, you will be the expert on current consumer perspectives, and lead the efforts to create a client-centric approach to communications. You will also be partnering with the Marketing Managers to help them achieve their business objectives through innovative marketing strategies and tactics.

As leader of the Writing team, you will the direction of their work, creating a collaborative work environment which fosters “out of the box” thinking. You will also be responsible for ensuring that the positioning and brand standards are represented accurately in all marketing materials developed.

### Skills Requirements

- The ability to think strategically
- The ability to manage a creative team and create partnerships with key stakeholders
- The ability to sell your ideas, both to your co-workers and to your clients

### Background Requirements

- At least 10 years of copywriting and creative direction experience within an advertising agency environment
- A sophisticated understanding of the financial services industry, and the willingness to earn financial services licenses once on board
- Bachelors degree

This full-time, staff position offers a competitive salary and bonus, as well as excellent benefits. Located in Northern New Jersey, this position is less than an hour's commute from Manhattan by ferry and light rail. To be considered, please email your resume as a Word document, along with a brief cover letter outlining your qualifications for this position. Please send your materials to [resume@flextimesolutions](mailto:resume@flextimesolutions) or reply to this posting.