

Nerdware is proud to be on the lookout for amazing talent to join our team!

About Nerdware

Nerdware is a Digital Full Service Agency focused on Technology, Strategy, Design, Media and Content.

"We develop digital experiences that transform brands and grow businesses."

Our mission is to empower our clients with the ability to learn more about, understand better and interact more efficiently with your customers and stakeholders using our holistic, multi-channel emarketing platform which is equipped with a range of powerful and integrated tools.

About the role

Our company is driven to find the next big thing, and we're hoping that can include you, as our newest creative director. Leading a team of thinkers and doers, the right creative director will bring a mix of marketing expertise and business understanding to the position, promoting our company and that of our valued clients.

We're looking for an experienced manager of people, someone that can inspire others, taking our creativity to a new level as we continue to grow. The ideal candidate will have a natural eye for design and a drive to inspire dynamic ideas that connect with all types of audiences.

As the creative director, you will work closely with the studio and strategy team to deliver engaging content that meets the expectations of our customers. You should be extremely creative, dedicated, and possess excellent written and verbal communication skills.

Execution of Day to Day Production Tasks:

- Supervise a cross-functional team of graphic designers, copywriters, social media experts, photographers/videographers, and project managers in the strategic development of messages and deliverables
- Prioritize work and resources across engagements based on short- and long-term needs, establishing production schedules by collaborating with designers, copywriters, and production departments
- Conduct brainstorming sessions with creative team, maintaining strategic and creative thinking to develop innovative and actionable creative initiatives in a fiscally responsible manner
- Review and approve art and copy developed by the team, ensuring deliverables that effectively address marketing goals and challenges
- Produce fresh, innovative work that translates complex ideas into compelling digital experiences for visually sophisticated audiences
- Present, or oversee presentation of final concepts, and obtain approvals for deliverables
- Manage the digital creative process from start to finish by supervising the creative team in the production of all marketing deliverables across multiple digital platforms
- Benchmark and implement innovative solutions to optimize digital campaign performance
- Monitor emerging digital trends, customers' needs, operational statistics, and the competitive landscape to create insightful reports and adjust the digital approach accordingly

- Generate ideas for enhancing creative implementation and digital strategy to foster a digital-first environment and inspire innovation within the creative team
- Leverage social media analytics to produce more compelling brand messaging that drives lead generation and conversion
- Collaborate with other internal teams on shaping the strategic digital direction for the company across all channels to achieve unity in messaging

Skills, Competence, and Experience:

- 10 years of related experience with 7+ years of creative direction in agency or corporate setting
- Bachelor's degree in Graphic Design, Marketing, Business Administrations, or similar
- Years of experience creating marketing/advertising campaigns from developing vision and the message platform to overseeing production on time and budget
- Understanding and past experience creating integrated content across all marketing channels from digital, social media, paid media, mobile, but also understand offline and print
- Proven experience with concept development
- Highly skilled with leading a team of creative talent
- Strong creative vision with an understanding of business objectives
- Exceptional knowledge of digital design for web, UX, UI, front-end development, and design principles and tools, such as XD, Figma, or Sketch
- Expert understanding of the creative process in marketing—packaging, branding, video, photography, UX copywriting, and digital art direction
- Experience with creating and managing digital marketing campaigns
- Superior leadership and mentorship skills
- Strong visual and conceptual design capabilities
- Innovative and strategic thinker with a growth mindset

What Nerdware will bring you

- A smart, passionate, and fun team to collaborate with.
- A flexible working environment where we encourage forward-thinking and nurture ideas.
- We promote excellence at all levels in all roles and will work with you to ensure you are given every tool to succeed.

We look forward to meeting you!