

**Assistant Creative Director**

JOB DESCRIPTION

General Description

The Assistant Creative Director reports directly to the Dr. Brown’s Creative and Digital Marketing Director. This role is responsible for concepting, creating, and finalizing creative content in collaboration with the Marketing Team to promote the Dr. Brown’s brand.

Responsibilities

* Plan, organize, and assist in creative direction for all lifestyle photo and video shoots; this includes determining photo and video content needs, identifying and recruiting potential talent, gathering product, scheduling photographer/videographer, completing paperwork, catering, and all other necessary tasks
* Serve as on-screen talent for marketing and product videos
* Manage revisions and edits of lifestyle photography and video with Art Department and Videographer
* Perform light video and photo editing using Adobe Photoshop and After Effects
* Manage digital animations and agency-created social media collateral, including working with Copywriter to develop concepts and storyboards, requesting quotes, and collaborating with Animator/Agency through completion of projects
* Identify and collaborate with social media/YouTube influencers to create sponsored content to promote specific products or campaigns
* Organize and direct product photography with studio photographer
* Collaborate with Marketing Team to concept and create content for marketing campaigns
* Review and edit content concepts from media partners and PR firm to ensure consistency with brand voice
* Proof and edit all written content to ensure consistency with brand voice
* Collaborate with International Marketing team to ensure all new content is acceptable and/or adaptable for a global audience
* Serve as one of the main administrators for the Digital Asset Library: uploads, tags, and organizes all digital content and ensures usability of the site

Requirements

* Minimum 5 years’ experience in marketing and/or content creation for a Consumer Packaged Goods company
* Bachelor’s degree in marketing, advertising, graphic design, or related field
* Highly proficient computer skills especially with Adobe Creative Suite applications and Microsoft Office
* Knowledge of social media platforms and trends
* Excellent communication and inter-personal skills
* Friendly, outgoing, and able to work with parents and babies in a studio setting
* Ability to make conceptual and stylistic decisions
* Excellent writing, editing and proofreading skills
* Extremely detail-oriented
* Ability to prioritize and manage multiple projects and deadlines
* Regular and reliable attendance

Work Environment/Physical Demands

* Must have ability to read, write and communicate fluent English; ability to compose documents in the appropriate business style using correct grammar and spelling; ability to communicate clearly using proper grammar
* Ability to work overtime as needed
* The physical demands regularly require the employee to use hands, arms and fingers to handle/operate tools and equipment; to walk, sit, climb, balance and crouch. This position is very active and requires walking, bending, twisting, and stooping. Employee must be able to frequently lift up to 25 lbs. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions