



TRICOMB2B
Smart. Strategic. Technical.

Creative Strategist

TriComB2B, a regional leader in marketing and advertising services, is seeking a highly motivated, technically-oriented marketing professional to fill its Creative Strategist role. This role requires a unique blend of B2B marketing, campaign creative development and marketing strategy and tactics experience along with client interaction skills. We're looking for a perfect fit for the team that comprises one of the Dayton Business Journal's Best Places to Work.

THE CREATIVE STRATEGIST is responsible for the overall quality of the agency's print and online creative product, both design and copy. The creative strategist interfaces with the client, the account executive and the creative department. The creative strategist will be involved in the development of strategic marketing plans and responsible for developing tactics/approaches and distilling out "big ideas" from that plan. This position reports to the agency principal.

Responsibilities:

- Leads creative process for client campaigns
- Directs the creative product at the agency and strives for excellence in everything from concept to completion for single tactic and multi-part campaigns
- Works closely with account services to solve marketing challenges through smart, well-designed marketing tactics including traditional advertising and collateral materials, web and interactive tools as well as new media options that align with client messaging and brand requirements, fit within budget constraints if necessary and meet required ROI.
- Leads creative input meetings to develop creative strategies and direct all creative requirements including messaging, layout, illustrations, final art and photography.
- Oversees creative solutions and presents those to account executive for internal approval
- Is called on request of account executive, or by his/her own request, to "sell" creative at client presentations.
- In concert with production manager, approves layouts, artwork, photography, in-house proofs, pre-press proofs and press proofs.
- Maintains current working knowledge of computer-related skills, software and programs to ensure entire creative department as well as individual staff members remain on the leading edge of essential technology and skills.
- Represents the agency at creative/professional/civic functions.
- Identifies hardware and software purchases and notifies the controller/business manager.
- Identifies skills training for creative team

Qualifications

- Bachelors degree (Design-related field)
- Seven to 10 years experience in a B2B marketing environment
- Ability to professionally communicate via telephone, e-mail and face-to-face
- Excellent presentation skills
- Strong understanding of marketing principles and emerging strategies and tactics
- Strong portfolio of digital and print campaign design case studies