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# STICKY RICE

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CONTENT THAT STICKS



## CREATIVE DIRECTOR

Sticky Rice is looking for a Creative Director to join our team and work on some of top accounts of the agency.

- Department: Content team
- Full-time (5 days/week)
- Min. Experience: 2 years

## THE JOB

The Creative Director determines the creative vision of a brand or a campaign and will develop that vision through social media content. From photography to graphic design and video, the job is to create the cohesive look and feel of a brand by ensuring the visuals, messaging and designs are on point. The Creative director works on developing innovating and viral Facebook and Instagram campaigns with bold, inspiring and engaging content.

Finally, she/he is a highly motivated individual with experience and passion for designing and implementing social media strategies with a strong focus on innovation and creativity.

## MISSIONS

- Produce new content ideas for clients social media marketing communications.
- Conceive and implement creative concepts, guidelines and content strategies
- Lead brainstorming meetings and creative sessions to generate fresh ideas
- Shape brand standards, tone of voice and message across different social media channels (Facebook, Instagram, Twitter, Youtube or Line)
- Manage and plan the production calendar
- Oversee clients creative pitches and proposals
- Collaborate with influencers to create engaging social media campaigns
- Work closely with the Production team to ensure budgets and timelines are respected
- Meet with clients or upper management to explain campaign strategies and solutions
- Revise content and presentations, approve/reject ideas, provide feedback to the team
- Oversee the post-production process, including editing, special effects, music selection
- Hire creative staff for specific projects



## QUALIFICATIONS

As head of the creative team, the Creative Director establishes the visual identity of an organization and lead its creative output. You are required to demonstrate outstanding creativity and a strong artistic sense, always willing to try out new ideas and experiment with new tools. You will also need to have:

- Strong, professional written and verbal communication skills in English and Thai
- Minimum of 2 years experience as a Content Creator or Art Director in an agency
- Solid organization skills: ability to manage the planning of teams of +10 persons
- Sensibility for design, art, advertising and social media content
- Experience with technical knowledge in post-production (editing) on softwares such as Photoshop, Illustrator, InDesign, Premiere Pro, etc.
- Ability to synthesized ideas and answer client's brief.
- Must be a creative and strategic thinker
- Provide plenty of creative ideas and an understanding of the clients' vision
- Aware of the current trends on social media
- Ability to work in teams and under pressure
- Be responsive and respect deadlines

We love originality, creativity and anything out of the box! If you feel like sometimes you don't belong to human kind, then you definitely belong to Sticky Rice!

APPLY

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