



## CREATIVE DIRECTOR

The Creative Director has full visibility and authority over the agency's creative output. The Creative Director or Associate Director will author ideas and content for advertisements, supervise teams, mentor them and guide their work. Liaise with clients and suppliers constantly to ensure high creative standards for the clients.

### Skills



Imagination



Curiosity – having a point of view about how humans think and behave



An ability to simplify, persuade and sell challenging ideas



Patience, Resilience, Optimism, Tenacity and Thick Skin

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### How to get into the Industry

AWARD School is recommended as the best in-agency training that will kick start interest and provide context of what the role entails

Self-belief

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### Relevant Courses or Experience

A degree (Design or Arts based in Film or Communication)

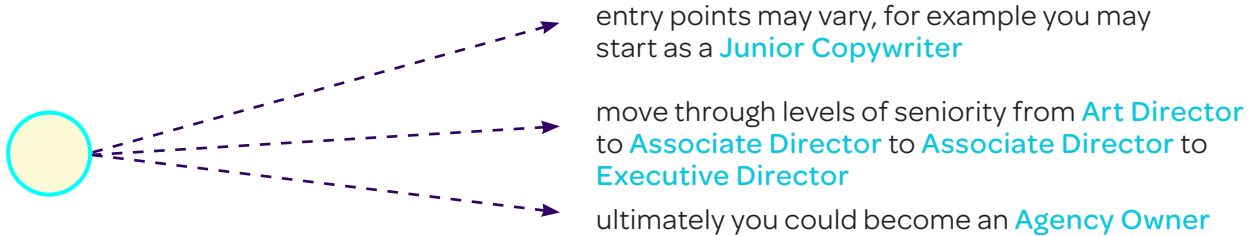
Experience using the core skills listed and self-belief are key securing this role

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## Career Pathways

Progress is dependent on talent, success, awards and over time experience

As a Creative Director career progression options may include:



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## Insights

Highlights of the role



*Working with creative suppliers such as photographers, musicians, film makers and hot models.*



**Simon Edwards**  
Associate Creative Director  
AJF Director

*I worked on a project called 'Don't Be a Dickhead' which was an anti-street violence content piece. It was a pro bono piece of work that I did with my workmate. We did it because we were both passionate about the issue of street violence and despite its controversy, the message was right and that's what we were proud of.*



**Paul Den**  
Creative Strategic Director  
Ensemble

Challenges in the role



*Most of your brilliant ideas will be rejected and you'll suffer bouts of self-doubt and a lack of job satisfaction.*



**Simon Edwards**  
Associate Creative Director  
AJF Director



## TOP TIPS

*"Find a mentor early on and hound them with enthusiasm and DRIVE. LISTEN to the feedback you get!"*

Simon Edwards - Associate Creative Director, AJF Director

*Learn from everyone around you. Apply for loads of internships. Don't be afraid to make mistakes. Read lots of advertising blogs to follow the latest campaigns. Most importantly, have fun.*

Paul Den - Creative Strategy Director, Ensemble

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