

**Job Title : Manager, Creative Lead**

**OVERALL PURPOSE:**

- ◆ Responsible for leading, developing and enhancing the bank's brand identity, design and creative ideas on all platforms and formats. Inspire and drive campaigns that are visually enticing and effective to capture customers' attention and generate leads. Work closely with the Head of Marketing to initiate fresh designs, video concepts and activation ideas that are unique to the market.

**RESPONSIBILITIES:**

***I. Creative Design and Ideation***

- ◆ Develop comprehensive brand and design guidelines, and explore new trends, technologies, techniques and AI tools to produce design innovation and creatives that stand out
- ◆ Manage, inspire and mentor creative team members to produce high-quality designs, graphic elements and promotional materials
- ◆ Oversee and check all branding and design aspects to ensure high-quality designs that are aligned with the brand image and guidelines

***II. Project Planning and Execution***

- ◆ Communicate with all stakeholders to have clear understanding of the tasks and requests
- ◆ Manage and direct external service providers, including creative agencies and suppliers, to ensure high-quality delivery of work, within budget and on-time.
- ◆ Lead the team by example and ensure the ideas and designs are interesting
- ◆ Coordinate all creative projects to ensure timelines are met without compromising quality

***III. Team Management and Development***

- ◆ Support the team of designers to improve in their skillset which includes branding, digital content, animation, motion graphics and video editing
- ◆ Maintain good team dynamics and relationship to drive a positive atmosphere and environment that is suitable for everyone to generate and openly share their ideas



## QUALIFICATIONS REQUIREMENTS:

### *I. Experience*

- ◆ Bachelor's degree in Design, Graphic Design or related skillsets for design
- ◆ 10+ years of experience in creative ideation, graphic design, digital design, and brand development in a creative-related role
- ◆ 3+ years of experience in a leadership role for a creative team
- ◆ Excellent communication and collaboration skills, with the ability to work effectively with others

### *II. Skill*

- ◆ Extremely strong in art direction and able to produce design artworks within short periods of time when required
- ◆ Strong knowledge and usage of design principles, tools and techniques
- ◆ Extensive expertise and knowledge of design software, such as Photoshop, Illustrator, InDesign, After Effects and Sketch
- ◆ Creative mind to explore ideas and concepts that are unique and exciting

### *III. Aptitude*

- ◆ Attention to detail to ensure design quality and project timelines are up to standards
- ◆ Open-minded and able to see how projects fit into the bank's overall branding and image
- ◆ Able to work together and guide the team on creative ideas and designs

Contact Info:

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