

Part 1: Find A Job

Creative Director

I researched marketing manager positions and came across a creative director position that I ended up wanting to focus on. I wanted to choose this one because it focuses more on the creative aspects of a project rather than focusing on the strategic planning. The one I found was for fashion and fine jewelry and it is based in LA. It is hybrid work and it is also full time. The salary pays \$120,000-\$130,000 a year. It requires skills in typography and a master's degree.

A Creative Director for this position would be responsible for defining the identity for Spinelli Kilcollin's brand while working in a close partnership with the Senior Manager of Design and Development. The job requires "consistency, originality, and clarity." This will be seen in visual projects as well as retail environments. An ideal employee will need to be able to have a specific vision that can be carried out into reality.

Some more responsibilities include leading all creative assets, maintaining the visual language of the brand, collaborating with the marketing and production teams, overseeing all of the photo and video shoots, providing creative direction, ensuring brand consistency on emails and social media, and managing the quarterly and the annual creative budgets.

Part 2:

Trade Association: [Design and Art Direction](#)

Membership: Right now the membership is free because it is on a digital platform. They are not taking new recruitments as of right now because they are still figuring out the membership packages.

Mission/goals: “D&AD has been inspiring a community of creative thinkers by celebrating and stimulating the finest in design and advertising.”

Trade Publication: [Communication Arts Magazine](#)

Price by issue:

- Print: \$24.00
- PDF: \$9.99

Purpose: “Communication Arts is the premier source of inspiration for graphic designers, art directors, design firms, corporate design departments, advertising agencies, interactive designers, illustrators and photographers—everyone involved in visual communication. People involved in visual communication turn to Communication Arts for ideas and inspiration more than any other creative publication.”

“The Foundation currently funds seventeen programs managed by educational institutions and non-profit trade organizations that help economically disadvantaged high-school students develop portfolios to qualify for admission to art school, and provide college scholarships for them to study graphic design, advertising, photography and illustration.”