

Digital Creative Lead

[Apply Now](#)

Company: Manpower

Location: Vietnam

Category: business-and-financial-operations

Digital Creative Lead

1. Strategic Planning:

- Collaborate with senior management and marketing teams to develop creative strategies aligned with the bank's overall objectives.
- Participate in strategic planning sessions to understand target markets, customer preferences, and business goals.
- Analyze market trends and competitor activities to identify opportunities for differentiation.

2. Creative Team Management:

- Lead a team of designers, copywriters, and other creative professionals.
- Provide guidance, mentorship, and feedback to ensure the team's work meets quality standards and aligns with the bank's brand.
- Delegate tasks, manage workloads, and foster a collaborative and innovative work environment.

3. Campaign Development:

- Play a crucial role in conceptualizing and executing digital marketing campaigns;
- Collaborate with business marketing and digital performance teams to develop creative concepts that effectively communicate key messages and engage the target audience.
- Oversee the development of campaign materials, including print and digital advertisements, videos, and other promotional assets.

4. User Experience (UX) and User Interface (UI)

- Collaborating with Design Centre of Excellence in enhancing the user experience and user interface design of the bank's digital platforms, such as websites and mobile applications.
- Ensure that the design elements are intuitive, visually appealing, and aligned with the bank's brand.
- Work closely with UX/UI designers and development teams to create seamless and user-friendly experiences.

5. Compliance and Regulatory Guidelines:

- Ensure that all marketing and advertising materials comply with legal and regulatory guidelines.
- Stay updated on industry regulations and work closely with legal and compliance teams to ensure adherence.

6. Collaboration and Stakeholder Management:

- Collaborate with various internal stakeholders, such as marketing managers, product managers, and executives.
- Effectively communicate creative strategies, present design concepts, and gather feedback.
- Work with external agencies, freelancers, and vendors to execute creative projects.

7. Performance Analysis:

- Analyze the performance of marketing campaigns and creative initiatives.
- Use data and analytics to evaluate the effectiveness of different strategies, measure key performance indicators (KPIs), and identify areas for improvement.
- Provide insights and recommendations to optimize future campaigns.

[Apply Now](#)

Cross References and Citations:

1. [Digital Creative Lead Bahrainjobs Jobs Vietnam Bahrainjobs](#) ↗
2. [Digital Creative Lead Mexicojobs Jobs Vietnam Mexicojobs](#) ↗

3. **Digital Creative Lead Free-hiring**[Jobs Vietnam Free-hiring ↗](#)
4. **Digital Creative Lead Kashmirhub**[Jobs Vietnam Kashmirhub ↗](#)
5. **Digital Creative Lead Clerk**[jobs Jobs Vietnam Clerkjobs ↗](#)
6. **Digital Creative Lead Findengineering**[jobs Jobs Vietnam Findengineeringjobs ↗](#)
7. **Digital Creative Lead India**[jobscentral Jobs Vietnam Indiajobscentral ↗](#)
8. **Digital Creative Lead Pinkcollar**[jobs Jobs Vietnam Pinkcollarjobs ↗](#)
9. **Digital Creative Lead Community**[jobs Jobs Vietnam Communityjobs ↗](#)
10. **Digital Creative Lead Federal**[jobs Jobs Vietnam Federaljobs ↗](#)
11. **Digital Creative Lead Java**[jobsJobs Vietnam Javajobs ↗](#)
12. **Digital Creative Lead Raleigh**[jobs Jobs Vietnam Raleighjobs ↗](#)
13. **Digital Creative Lead Electronics**[jobs Jobs Vietnam Electronicsjobs ↗](#)
14. **Digital Creative Lead Clerk**[jobs Jobs Vietnam Clerkjobs ↗](#)
15. **Digital Creative Lead Contentwriter**[jobs Jobs Vietnam Contentwriterjobs ↗](#)
16. **Digital Creative Lead Findwordpress**[jobsJobs Vietnam Findwordpressjobs ↗](#)
17. **Digital Creative Lead Officer**[jobsJobs Vietnam Officerjobs ↗](#)
18. **Digital Creative Lead Marketing**[jobs Jobs Vietnam Marketingjobs ↗](#)
19. **Digital creative lead**[Jobs Vietnam ↗](#)
20. **AMP Version of Digital creative lead** [↗](#)
21. **Digital creative lead Vietnam** [Jobs ↗](#)
22. **Digital creative lead** [Jobs Vietnam ↗](#)
23. **Digital creative lead** [Job Search ↗](#)
24. **Digital creative lead** [Search ↗](#)
25. **Digital creative lead** [Find Jobs ↗](#)

Source:<https://vn.expertini.com/jobs/job/digital-creative-lead-vietnam-manpower-e1639c87cc/>

Generated on: 2024-05-03 by [Expertini.Com](#)