

week::two

Creative Industry Work Environments & Positions

Work Environments & Job Positions

Where to Work

- Design Firms/Creative Firms (including Web design & development)
- Corporate/In-house Art or Web Departments (both public and private)
- Ad Agencies
- Marketing & PR Agencies; Social Media Management Agencies
- Service Bureaus (graphic production)

Creative Industry Job Positions

- Account Executive
 - An Account Executive acts as the bridge between client and agency, ensuring the smooth running of client accounts.
- Project Manager
 - Ensure the successful delivery of a project by guiding it through all phases of development.
- Creative Director
 - Leading the creative team in an advertising agency, the Creative Director is a motivator, communicator and creative with a strong commercial background.
- Art Director
 - Art Directors are responsible for creating the look of a piece, using a keen artistic eye to promote a brand or product.
- Graphic Designer (Senior & Junior)
 - Creates new and exciting graphics using images and text for print and digital.
- Production Artist
 - Graphic Artists create all the props with graphic or written elements.
- Web Designer
 - Bringing creative ideas across a variety of digital formats, a web designer ensures a strong visual product to meet client needs.
- Web Developer
 - A skilled programmer, the developer is responsible for any kind of custom software technology needed by the creative team.
- Social Media Manager / Content Creator
 - Responsible for all aspects of promotion through social media networks.
- Copywriter
 - Responsible for the development of advertising concepts and copy.
- Photographer
 - Photographers produce images for creative work under direction from the Art Director.
- Illustrator
- Traffic Manager/Ad Buyer
 - Manages the internal flow of job responsibilities. Negotiating and purchasing media space and airtime on behalf of the clients.

Source: <http://creativeskillset.org>