

Brand Warrior Creative Lead

Position Description

Reports to:

Founder & Director

Works closely with:

Client Marketing Lead, Client Sales Lead, Content Assistant, Marketing Assistant, Operations Executive and the wider Brand Warrior team

Employment Type:

Permanent | Full Time

Position Purpose

The Creative Lead leads Brand Warrior's creative function, ensuring every creative outcome reflects the client's brand, supports the agreed marketing strategy and contributes to meaningful commercial outcomes.

This is a senior, hands-on creative role that combines high-level creative execution with creative direction, strategic thinking, quality assurance, collaboration, and workflow management.

Working closely with the Client Marketing Lead and wider team, the Creative Lead translates marketing strategy into compelling visual communication across branding, packaging, campaigns, websites, publications, photography, videography, digital and content.

While remaining heavily involved in client work, the Creative Lead is responsible for maintaining Brand Warrior's creative standards, strengthening creative capability across the agency and continually improving the systems and processes that support creative delivery.

Key Responsibilities

Senior Creative Delivery

- Lead the Creative function and champion creative excellence across the agency.
- Maintain a consistently high creative standard across Brand Warrior's client work.
- Provide creative direction, guidance and quality assurance where required.
- Develop clear creative briefs, visual references and production direction informed by the approved marketing strategy.
- Ensure creative work remains true to each client's brand rather than relying on generic or templated solutions.
- Bring strong creative judgement while remaining open to different perspectives, constructive challenge and alternative approaches.
- Share creative knowledge generously and contribute to the capability of the wider team.
- Lead through expertise, collaboration and influence rather than hierarchy.

Photography, Videography & Content

- Lead creative direction for photography, videography and content shoots.
- Develop concepts, shot lists, visual references and production plans aligned with the client's brand and agreed marketing direction.
- Contribute hands-on to photography, videography and content capture where appropriate.
- Apply strong visual judgement across composition, styling, lighting and storytelling.
- Understand contemporary digital and social content requirements, including short-form video.
- Work collaboratively with the Content Assistant to translate content plans into strong, brand-aligned visual content.
- Provide practical creative guidance and feedback that helps strengthen visual judgement and content creation capability across the agency.
- Help establish practical systems that enable quality content to be produced efficiently and consistently.

Creative Strategy & Collaboration

- Work closely with the Client Marketing Lead to translate marketing strategy into compelling creative solutions.
- Seek to understand the client, audience, commercial objective and agreed strategy before determining a creative response.
- Contribute creative thinking to campaign planning, brand strategy, content planning and client workshops.
- Build trusted working relationships across Marketing, Content, Sales and Operations.
- Recognise and respect the knowledge clients bring about their businesses, customers and brands.
- Present creative recommendations confidently while remaining open to discussion, feedback and refinement.
- Respond constructively to feedback and work collaboratively to find the strongest outcome.
- Know when to advocate strongly for a creative recommendation and when to adapt.
- Participate confidently and constructively in client presentations and discussions.
- Contribute creative expertise to proposals, pitches and new business opportunities.
- Challenge briefs thoughtfully when doing so will improve the outcome.

Creative Operations

- Own creative workflow, briefing processes and quality assurance.
- Coordinate creative priorities and timelines in collaboration with the wider team.
- Maintain effective creative systems, templates, file management and asset libraries.
- Manage creative work within agreed scope, budgets and timeframes.

- Reduce unnecessary revisions and rework through strong briefing, communication and quality control.
- Develop scalable processes that improve quality, consistency and efficiency.
- Identify where specialist freelance or additional creative resources may be required.
- Continually identify opportunities to improve how Creative operates within Brand Warrior.

Professional Development & Agency Contribution

- Remain current with developments across design, branding, packaging, print, web, photography, videography, digital and content.
- Prioritise professional development that strengthens Brand Warrior's services and client outcomes.
- Share knowledge and contribute to continuous improvement across the agency.
- Demonstrate professionalism, accountability, curiosity and a solutions-focused mindset.
- Contribute positively to Brand Warrior's culture, strategic direction and continued growth.
- Represent Brand Warrior positively with clients and the wider industry.

Billable Expectations

The Creative Lead is a senior client delivery role.

While responsible for leading the Creative function and maintaining creative standards, most working hours are expected to be spent directly on client work and be billable. This reflects the commercial expectation of the existing role.

Billable utilisation targets will be agreed annually as part of the performance review process and reviewed regularly to reflect leadership responsibilities, client demand and agency priorities.

Time must be recorded each day accurately and allocated to the relevant client or internal project.

Success in this Role

Success is demonstrated through the consistent delivery of exceptional creative work while strengthening a collaborative, commercially aware and high-performing creative function.

The Creative Lead understands that great creative is more than beautiful design. It communicates the right message, supports the marketing strategy, strengthens the client's brand and contributes to meaningful commercial outcomes.

Success also requires the ability to move comfortably between thinking and doing: developing a concept, personally executing senior creative work, collaborating with clients and colleagues, providing clear creative direction, and continually improving how creative work is delivered.

The Creative Lead brings confidence and expertise without assuming there is only one right answer. They listen, ask questions, respect others' expertise, and recognise when another perspective can strengthen the work.

Brand Warrior Way of Working

Brand Warrior operates as one integrated team across Sales, Marketing, Creative, Content and Operations.

The Creative Lead provides functional creative leadership across the agency by championing creativity, maintaining high standards and working collaboratively with other disciplines to deliver integrated client outcomes.

Creative does not operate as a standalone department. Different disciplines bring different expertise to the table, and the Creative Lead is expected to seek out, respect and build on those perspectives.

The role requires someone confident in their creative capability, generous with their knowledge, and genuinely invested in achieving the best outcome for both the client and the wider Brand Warrior team.