

SENIOR CREATIVE LEAD JOB DESCRIPTION

Department	Communications	Reports To:	CCO
Location	On Site	Travel	~25%
FLSA Classification	Exempt	Supervisory:	No
Salary Grade	5	Salary Range	
Effective Date	July 2026	Last Review Date	July 2026

Position Summary

As part of the Communications Team, the Senior Creative Lead will be responsible for leading and executing high-impact visual storytelling across digital and print platforms. Reporting to the Chief Communications Officer, this role is responsible for translating communication and brand strategy into compelling creative output while leading the development of scalable design systems, content workflows, and digital asset management practices.

The Senior Creative Lead is a hands-on practitioner and strategic execution partner who brings creative concepts to life through photography, videography, graphic design, and emerging technologies, including AI-driven tools.

The ideal candidate is a highly versatile, execution-focused creative professional who thrives in a collaborative environment, exercises independent judgment, and balances big-picture thinking with detailed production work. This role operates with a high degree of autonomy while partnering closely with stakeholders to ensure consistency, quality, and innovation across all creative deliverables. This role is considered hybrid, with travel and on-site requirements as needed.

Essential Duties and Responsibilities

Creative Strategy & Concept Development

- Develop and execute innovative creative concepts aligned with organizational goals and communication strategies.
- Translate complex ideas into compelling visual narratives across digital, print, and social platforms.
- Contribute to and evolve creative standards, visual identity frameworks, and storytelling principles.
- Lead ideation and concept development for campaigns, initiatives, and organizational priorities.

Photography, Videography & Drone Production

- Capture and produce high-quality visual content, including:
 - Drone photography and videography
 - Event, landscape, and environmental photography
 - Short- and long-form video content



- Plan, shoot, and edit content for multi-platform use.
- Ensure consistent visual quality and storytelling across all assets.
- Manage pre-production and post-production processes, including editing, color correction, and delivery.

Design & Social Media Content

- Design engaging visual content for social media, marketing campaigns, and digital platforms.
- Create brand-aligned graphics, animations, and layouts optimized for platform performance.
- Develop and maintain scalable templates and visual systems for social, marketing, and internal communications.
- Ensure content adheres to platform-specific best practices (LinkedIn, Instagram, web, etc.).

Digital Asset Management & Workflows

- Oversee the organization, structure, and governance of Digital Asset Management systems.
- Develop and maintain efficient workflows for creative intake, production, storage, and distribution.
- Ensure assets are properly tagged, cataloged, and accessible across teams.
- Continuously improve processes to enhance efficiency, consistency, and scalability.

Report & Template Design

- Design visually compelling reports, presentations, and organizational templates.
- Translate complex data and information into clear, engaging visual formats.
- Create standardized templates to ensure consistency and efficiency across departments.

Technology & Innovation

- Stay current on trends in creative tools, platforms, and digital media.
- Leverage AI tools for graphic design, image editing, content generation, and workflow optimization.
- Evaluate and implement new technologies that enhance creative output and efficiency.
- Maintain best practices across design software, content platforms, and digital formats.

Collaboration & Creative Leadership

- Work closely with cross-functional teams as a collaborative partner to bring creative concepts to life.
- Serve as a trusted creative advisor to stakeholders and senior leaders.
- Provide art direction and guidance to internal contributors and external vendors.
- Foster a collaborative environment that promotes creativity, quality, and continuous improvement.



Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

Education & Experience

- Bachelor's degree in graphic design, Visual Communications, Media Production, or a related field preferred.
- 7 - 10 years of progressive experience in creative roles, including senior-level creative experience.
- Demonstrated expertise in photography, videography (including drone), and graphic design.
- Strong portfolio showcasing integrated creative work across platforms.
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects, etc.).
- Experience with digital asset management systems and creative workflow development.
- Familiarity with AI-driven creative tools and emerging design technologies.
- Strong understanding of social media platforms, trends, and best practices.
- FAA Part 107 drone operations certification (or ability to obtain) preferred.
- Experience in a corporate, communications, or mission-driven organization preferred.

Competencies

- Aligns creative output with organizational mission, values, and strategic goals.
- Balances visionary thinking with hands-on execution.
- Maintains high standards for visual quality, consistency, and storytelling.
- Collaborates effectively across teams and communicates creative ideas clearly.
- Stays current with evolving tools, trends, and technologies.
- Manages multiple projects and deadlines with strong organizational skills.
- Exercises sound judgment and creative problem-solving.
- Demonstrates attention to detail in design, production, and asset management.

Work Environment

Employee will be working in a typical office environment with offices, moderate temperature, and equipment noise, with regular time spent in the field capturing photo and video content.

Physical Demands

- The physical demands of this role include both office-based and field production work.
- The position requires use of cameras, drones, and computer equipment for extended periods.
- Visual acuity is required for detailed design work, editing, and content review.
- The role involves carrying and setting up equipment (up to 30 pounds).



- Regular standing, walking, bending, and outdoor work may be required during shoots.
- Occasional travel may be required for on-site content capture.
- Reasonable accommodations will be made to enable individuals with disabilities to perform essential functions in accordance with the Americans with Disabilities Act (ADA).

EEO statement: Mat-Su Health Foundation is an equal opportunity employer.