



Associate Creative Director - New York City, NY

Our Community

Goodfuse, a WPP company, is a high-touch boutique agency designed to guide clients through the most unpredictable communications challenges with a seasoned, hands-on senior team, and full-spectrum, fully integrated capabilities that put people first. Digital to traditional, media relations to public affairs, clients engage us to simplify. Humanize. Make something good far better. And get it right—and remarkable—right away. Our work spans the Healthcare and Brand communications spectrum as we work on everything from consumer campaigns to high science initiatives.

What you will do...

As Associate Creative Director based in New York City you will be responsible for leading the design and technology efforts in a growing and vibrant agency. This is an opportunity to take over and build a creative team with lots of autonomy, servicing some of the largest and most well-known pharmaceutical and healthcare companies in the world. You will be tasked with creating engaging content that meets and exceeds the expectations of our clients. We are revolutionizing the healthcare PR industry and looking for someone passionate about pushing those boundaries with us.

- Conceptualize creative ideas with clients and manage the creative process from concept to completion
- Formulate compelling brand stories in line with client objectives; help clients visualize data, and engage with patients and HCPs in captivating and unique ways
- Translate communication and marketing objectives into clear creative strategies
- Establish design guidelines, standards, and best practices
- Lead and direct creative team in the production of all design collateral
- Carry out design tasks and contribute wherever necessary, dynamic leader with an all hands on deck approach
- Apply working knowledge of creative software to provide live art direction to team members
- Test and improve website design
- Maintain the appearance of websites by enforcing content standards
- Design visual imagery for websites and ensuring they are in line with branding for clients
- Communicate web design ideas using user flows, process flows, site maps, and wireframes
- Ensure visual communication and client brand standards are met
- Oversee client pitches and proposals
- Oversee profitability, deliverables, timeline, and budgets
- Meet with clients or upper management to explain campaign strategies and solutions
- Remain actively involved in hiring and training creative staff
- Visualize data, create a motion graphics story around it
- Foster and reinforce a culture of visual storytelling
- Manage, mentor, and cultivate career development of staff members

Who you will be...

- 6+ years' experience as an art or creative director in the PR/Advertising space
- Web design experience a must
- Experience working with healthcare clients a plus
- Exceptional communicator, both written and verbal
- Top-notch project management and attention to detail across ever shifting priorities
- Impeccable account and client relationship skills especially with high-touch clients



- Ability to be senior member of an agency team with many moving parts, and lead junior team as a project manager, coach, and mentor
- Working knowledge of the Adobe Creative Suite including Illustrator, Photoshop, and After Effects
- Strong strategic thinking and counseling ability
- Strong presentation and speaking skills
- Bachelor's Degree required

**The job description is a summary of typical job functions and is not an exhaustive list of possible duties. The jobholder's responsibilities and duties may differ from those outlined above. Other duties, as assigned, may be part of the job.*

To learn more about us please visit:

- [Instagram](#)
- [LinkedIn](#)
- [Company Website](#)

Goodfuse does not discriminate on the basis of race, sex, color, religion, age, national origin, marital status, disability, veteran status, genetic information, sexual orientation, gender identity or any other reason prohibited by law in provision of employment opportunities and benefits.

Interested? To apply, send your resume and cover letter to Sheila Powers, HR Lead, at HR@goodfuse.com