

United Arab Emirates Jobs Expertini®

Group Creative Director, Marketing Communications CEMEA

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Company: Apple Inc.

Location: , , United Arab Emirates

Category: other-general

Group Creative Director, Marketing Communications CEMEA The Marcom organization at Apple is a global team responsible for all consumer facing communications. This includes Localization, Advertising, partner Retail Experience and Communications, Interactive/Digital, Video & Motion Graphics, and Direct. Marcom is a creative-led organization that plans, localizes, conceptualizes and implements Apple's product and services communications that go out into the world. We create communications that bring our products to the world, help people better understand our products, and importantly, help people get the most out of them. The Group Creative Director (GCD) leads a talented team of writers, designers, and interactive creatives, making creative work that reaches Apple customers throughout the region. Covering markets across Central Europe, the Middle East and Africa. At Apple, we foster a positive and inclusive team environment. The GCD is responsible for leading diverse creative teams with varying perspectives, encouraging fresh, bold, and engaging work. Key Qualifications A seasoned Creative Leader with 20+ years of experience making world-class work in creative agencies or working in-house. Understands what it means to pay close attention to the details, they matter. Able to creatively direct work across many varied touchpoints, from advertising, retail, interactive and social media. Can demonstrate how to develop creative talent and nurture their growth. Possess a highly strategic mindset, to connect with different groups across the organization and identify marketing opportunities and translate them into exciting work. A great partner and strong collaborator who can navigate a matrixed organization with ease and build successful relationships with stakeholders in the region, the US, and globally, creating bridges and bringing people

together. Engaging and enthusiastic communicator, with strong presentation skills. Can excel in driving projects forward, particularly in planning, staffing, and directing multiple complex projects to deliver outstanding creative work on time. Excellent written and spoken English skills for effective communication with international stakeholders. Description The Group Creative Director (GCD) is an experienced creative problem solver who will take the lead in delivering innovative and compelling creative solutions that meet Apple's creative briefs. They are deeply engaged in the work, actively supporting the creatives to bring ideas to life when needed. They have a passion for shaping Apple's reputation through outstanding, world-class creativity. The GCD brings optimism and energy to the team, and encourages a culture of curiosity and a can-do mindset. Responsibilities include strategic planning and execution of integrated campaigns/projects, leading and inspiring a creative team, external agencies, and production teams to deliver extraordinary work. The GCD collaborates closely with the Marketing Communications Lead, strategists, and senior producers to create and produce digital, film, video, social, and retail solutions. They oversee all aspects of the creative work, ensuring it aligns with Apple's business direction. The Group Creative Director strives to make Marcom in Dubai a place where all kinds of talent can thrive and make the best work of their lives.

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