



Senior Creative Position at the Moore Agency

Title will align with candidate's experience and capabilities. Title considerations may include Art Director, Senior Art Director, or Associate Creative Director.

The Moore Agency is seeking a **Senior Creative Leader** to join our award-winning creative team. This is a leadership position that serves as the critical bridge between our Creative Director and design team, providing daily creative direction, strategic thinking, and hands-on creative excellence.

This role is designed for someone ready to step into creative leadership—someone who's hungry to grow, eager to lead, and ready to make an immediate impact on high-end creative branding and advertising across diverse industries.

As our senior creative leader on the team, you'll work directly with the Creative Director as a thought partner, lead projects from concept through execution, present work to clients, and elevate strategy. **This role focuses on conceptual design leadership and execution.**

Overview of Responsibilities

Creative Leadership & Direction

- Provide daily creative direction and strategic guidance to the design team
- Lead concept development and ideation for campaigns across multiple industries
- Review and elevate work quality, ensuring creative excellence and strategic alignment

- Serve as creative thought partner to the Creative Director on high-level campaigns and brand strategy
- Guide designers through creative challenges with constructive, actionable feedback
- Take ownership of projects and lead them independently from brief to final execution
- Demonstrate exceptional organizational skills, a proactive approach to problem-solving, and the ability to anticipate potential challenges in advance, strategically addressing them to ensure seamless project execution.

Client-Facing & Presentation

- Present creative work to clients with confidence and strategic rationale
- Participate actively in new business pitches and creative presentations
- Build strong team/client relationships through creative collaboration and expertise
- Articulate creative decisions and defend work with strategic and collaborative rationale
- Represent the agency's creative vision in client meetings

Hands-On Creative Execution

Deliver high-impact, sophisticated design solutions for brand campaigns and creative initiatives, leveraging expert proficiency in Adobe Creative Suite and advanced design software to ensure exceptional visual execution and alignment with strategic objectives.

- Concept and develop innovative creative solutions that solve business challenges
- Sketch ideas quickly and effectively to communicate concepts and creative directions
- Demonstrate excellence in design craft and meticulous attention to detail
- Assist with script development, copy writing, and production support as needed
- Lead by example through exceptional execution and design quality that inspires the team

Team Collaboration & Mentorship

- Work closely with Creative Director on strategic creative initiatives

- Collaborate with account leads, client teams, writers, freelancers, and production partners
- Mentor and develop designers, fostering their creative growth
- Lead through work ethic, creative curiosity, and positive attitude
- Build a culture of creative excellence and collaboration
- Consistently demonstrate the highest standards of professionalism when engaging with colleagues, partners, clients, and vendors, fostering enduring and trusted relationships built on mutual respect and integrity.

What You Bring

Required Qualifications

- 7-10 years agency experience with demonstrated creative leadership
- Four-year degree in design, art, advertising, or related field (advanced degree a plus)
- Proven track record leading teams and creative projects
- Strong portfolio showcasing conceptual thinking and design excellence
- Expert-level design skills across brand identity, campaign development, and visual storytelling
- Exceptional presentation and communication skills
- Experience presenting work to clients
- Hunger to grow and take on increasing leadership responsibility

Software Proficiencies (Required):

- Expert-level proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD and more)
- Working knowledge of Figma or Sketch for digital/UI design
- Basic proficiency in Adobe After Effects or motion graphics software
- Familiarity with project management/collaboration tools (Asana, Monday.com, Slack, etc.)
- Understanding of AI-powered design tools (Midjourney, Adobe Firefly, or similar)
- Microsoft Office Suite or Google Workspace
- Web design fundamentals

Core Competencies

- **Conceptual Thinker:** You lead with ideas, not just executions. You understand strategy and translate it into bold creative solutions

- **Design Excellence:** You have refined taste and craft. You know what great looks like and how to achieve it
- **Sketching & Visualization:** You communicate ideas quickly through sketching and visual thinking
- **Design Principles Mastery:** Deep understanding of typography, composition, color theory, hierarchy, and visual communication
- **Leadership Presence:** You inspire others, provide clear direction, and elevate the work around you
- **Client-Facing Confidence:** You present work compellingly, handle tough questions, and build trust through creative expertise
- **Team Leadership:** You've led creative teams or projects and know how to bring out the best in others
- **Strategic Thinking:** You connect creative work to business objectives and understand the "why" behind decisions
- **Collaborative Spirit:** You work well with others and create positive team dynamics
- **Creative Curiosity:** You stay current on design trends, cultural moments, and creative innovation

Moore Culture

Moore prides itself on a culture of teamwork. New employees often comment that, despite having more than 52 employees who bring unique perspectives and experiences to the table, the Moore team is remarkably cohesive. Differences in team members are embraced and encouraged, to bring fresh creativity and new approaches to every project. With the strong emphasis on teamwork and open-door communication policy, employees feel supported and emboldened at every step. Staff are quick to recognize their colleagues' achievements at weekly team meetings, further deepening the culture of collaboration.

To relax and recharge, team members receive the week between Christmas and New Year's Day off with pay, in addition to all traditional holidays and PTO. Employees may take their birthday off and work on a weekly flex schedule, that allows all full-time employees to work a half day every Friday.

To keep employees healthy and happy, Moore offers an optional wellness program, in which 100 percent of employees participate. Activities include lunch and learn sessions, yoga sessions and healthy potlucks.

Moore has been named a **Florida Trend Best Place to Work 16 years in a row**. The honor is bestowed by the statewide business publication annually to

100 organizations in Florida and is based on company policies, practices and demographics, as well as employee feedback received through an annual culture survey. This recognition speaks to the culture created at Moore — a culture of excellence and collaboration that results in success for clients and happy, loyal employees.

To Apply

Submit your portfolio and resume. Show us work that demonstrates:

- Conceptual thinking and strategic problem-solving
- Design excellence and attention to craft
- Leadership on projects (tell us your role)
- Range across different creative challenges
- Ideas behind the executions

We want to understand not just what you made, but how you thought, led, and brought ideas to life.

Please send along with a cover letter to amandap@themooreagency.com with “Senior Creative Leader” as the subject line.