

Creative Team Leader

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Company: ironSource

Location: Tel Aviv-Yafo

Category: other-general

What is the job

Supersonic Studios is growing and looking for a Creative Team Leader.

Responsibilities

Own, drive, and communicate the creative vision for a new game from marketing perspective

Increase the marketability potential of the new game through improving the videos concepts and its efficiency

Provide creative direction and vision for advertising the new games through the creative briefs

Lead and manage a team of motion designers to help them grow professionally and improve their skills

Work with publishing managers, developers and game designers to lead all aspects of the development process

Stay up-to-date with industry trends to ensure that new games are cutting-edge and competitive in the market

Requirements

Good knowledge of the Hyper-Casual & Casual games verticals.

Marketing & benchmarking are your strong suits

3-6 years of industry experience in Creative Direction/production/ UA management in the Gaming industry, working directly with the creative production team

Data-driven & performance-oriented DNA

Strong creative vision with an ability to turn marketing and market data into successful ideas for creatives

Ability to manage and prioritize multiple projects and tasks in a fast-paced environment

Strong communication and interpersonal skills, with a strong ability to collaborate with team members and other stakeholders.

Experience or knowledge in Unity engine, as well as with AfterEffect, 2D and 3D graphics software is big advantage

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