**Creative Director**

**About MiMa**

We specialise in groundbreaking game development, creating innovative live poker experiences.   
Our expertise extends to comprehensive web development, engaging online streamers, user-centric UI/UX design, e-commerce solutions, strategic IT consultation, effective digital marketing, and cloud solutions aimed at enhancing businesses' online presence, growth, and security. Our company fosters an inclusive and supportive environment where collaboration, open communication, and mutual respect thrive.

**About the role**

As the Creative Director, you will lead the creative vision and direction for our brand Mima Live Poker. You'll be responsible for conceptualising and executing innovative and visually captivating campaigns that resonate with players and drive engagement. Your role will involve setting creative strategies, and ensuring all visual and design elements align with the brand's identity and objectives.

**Responsibilities**

* Provide creative direction and steer the team towards achieving our creative goals.
* Champion cross-functional collaboration, ensuring the right teams are engaged.
* Collaborate with various teams to ensure all creative output aligns with strategic objectives.
* Embrace proactive thinking by bringing forth innovative ideas, recognizing that valuable opportunities may exist beyond the confines of initial project briefs.
* Guide and mentor the marketing team to continuously produce captivating content and ground-breaking concepts.
* Foster an environment that promotes creativity, growth, and collaboration.
* Champion cross-functional collaboration for optimal results.
* Collaborate across teams to ensure alignment with strategic objectives.
* Ensure creative output remains relevant and attention-worthy.
* Embrace proactive, innovative thinking

**Requirements**

* Creative experience in marketing and advertising or digital marketing agency.
* Deep knowledge and experience in the video game industry.
* Significant experience in creative marketing and advertising within the iGaming sector.
* In-depth knowledge of the video game industry and earned media.
* Proven track record in a creative, social, or digital-focused agency.
* Demonstrated ability to develop and execute strategic creative direction.
* Proficiency in generating innovative ideas and thinking beyond project briefs.
* Creative mindset that thrives in a dynamic and ever-evolving industry.
* Leadership experience in guiding and mentoring creative teams.
* Ability to foster an environment that encourages growth, collaboration, and innovation.
* Track record of successful cross-functional collaboration for optimum creative outcomes.
* Experience engaging diverse teams at different project stages.
* Strong verbal and written communication abilities.
* Skill in conveying complex creative concepts clearly and persuasively.
* A keen understanding of industry trends and evolving consumer preferences.
* Ability to adapt creative strategies to remain relevant in a competitive landscape.

**What we offer**

* Competitive salary
* Flexible working time
* Remote Work Options
* Career development and growth opportunities
* Positive and supportive working environment

Apply now to be a part of an exciting journey that combines imagination, strategy, and groundbreaking ideas. Your role could be the driving force that propels Mima into success. Seize the opportunity – let's create gaming history together!