

# Global Creative Director

**PeopleSoft Job Code / Title:** 7090 / B&C Director  
**Department / Subdepartment:** Brand & Communications  
**Organizational Relationship:** Reports to the Chief Communications Officer  
**FLSA Status:** Exempt  
**UCM Level:** N/A  
**Last Updated:** October 1, 2026

## Role Overview:

The Global Creative Director serves as the senior design director, brand visual system lead, and head of the team of designers. The Global Creative Director oversees the conceptualization, design, and execution of creative projects, from initial brainstorming sessions to final deliverables, including significant hands-on design work.

The Global Creative Director serves as a steward of the firm's visual identity, ensuring that design systems and templates align with the visual identity and that its integrity is maintained across all materials, media, channels, and products. In line with evolving market and technology trends, the Global Creative Director identifies and incorporates appropriate AI-enabled tools and workflows to enhance efficiency and support creative exploration while upholding the firm's design and brand standards.

The role includes leading and managing a team of designers to ensure the delivery of impactful and cohesive creative work. The Global Creative Director is a member of the Brand & Communications leadership team, reporting to the Chief Communications Officer. The role works closely with colleagues in public relations and marketing, digital and social media, internal communications, editorial services, and video production as well as adjacent teams including Business Development, Recruiting, and Citizenship, among others.

## Essential Duties and Responsibilities:

"Essential duties" are those that an individual must be able to perform with or without reasonable accommodation.

1. Oversees the execution of creative projects and campaigns from concept to completion, ensuring they meet deadlines, budget, and creative brief specifications
2. Acts as senior design director and hands-on designer, actively participating in the design process; as the senior design director, responsible for high-quality creative assets that set the standard for the team
3. Refines and implements the creative strategy for the brand, ensuring consistency and excellence across all visual outputs
4. Collaborates with cross-functional teams, including marketing, PR, video production, business development, and internal communications to ensure a cohesive and integrated approach to campaigns and projects
5. Develops and implements strategies that enhance the brand's visual execution and market presence, ensuring consistency across all media and campaigns
6. Ensures the visual identity is clearly articulated, evolves design principles where appropriate, and ensures designers are aligned on the brand visual system
7. Develops and maintains global design templates and toolkits to drive consistency for key 'set pieces', ensuring they are adaptable for local needs while remaining aligned with the firm's visual identity
8. Leads the evaluation and use of AI-enabled design tools and workflows, ensuring they are deployed responsibly to increase efficiency, support creative exploration, and maintain the quality and integrity of the firm's visual identity

9. Advises firm leadership, partners, and administrative heads on brand identity, design standards, and creative campaigns
10. Leads, mentors, and inspires the design team to produce innovative and compelling work that meets the project's objectives and exceeds client expectations; guides the team of designers on design philosophy and visual identity
11. Helps select, brief, and manage creative agencies and design studios on ad hoc projects and creative design initiatives
12. Promotes effective work practices, works as a team member, and shows respect for co-workers

**Knowledge, Skills & Abilities**

- Extensive knowledge of design, visual ID systems, marketing, and communications, with a particular emphasis on digital and B2B marketing
- Ability to implement a creative vision in line with strategic priorities and business goals
- Strong conceptual and hands-on design skills, with a broad knowledge of interactive/digital experiences including web, mobile, and multi-media
- Familiarity with AI-enabled design and content tools, with the ability to evaluate, pilot, and integrate them into workflows in a way that enhances efficiency and creative exploration while maintaining brand and quality standards
- Extensive knowledge of creating integrated content for all marketing channels and media
- Advanced knowledge of PC applications, including the entire suite of MS Office applications (Microsoft Word, Excel, and PowerPoint)
- Proficiency in design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign) and familiarity with web design tools and principles
- Exceptional conceptual and problem-solving skills
- Strong leadership skills, with the ability to inspire and motivate a creative team
- Excellent communication, presentation, and interpersonal skills
- Strong attention to detail, design trends, and brand development
- An ability to work under pressure, manage multiple projects, and meet tight deadlines
- Ability to handle confidential and sensitive information with the appropriate discretion
- Ability to undertake large, long-term projects, develop alternative methods to complete them, and implement solutions

**Position Specifications***Education*

- Bachelor's degree or equivalent in graphic design, fine arts, or related field required

*Work Experience*

- Minimum of 15 years' experience in a design or advertising agency and/or in-house role required

**Working Conditions and Physical Demands**

- Frequently move (e.g., walk) around the office
- Spend extensive time using a computer, including use of a PC keyboard and mouse or similar data input devices required
- Moderate travel may be required
- All Latham & Watkins positions are in a typical indoor office environment

The statements contained in this position description are not necessarily all-inclusive; additional duties may be assigned, and requirements may vary from time to time, and from location to location.