



<https://threekg.com/jobs/content-and-creative-director/>

## Content and Creative Director

### Description

We're looking for a strategic and hands-on Content and Creative Director to lead our content function and elevate how brands communicate across platforms. This role owns the content vision, tone of voice, and storytelling approach across client accounts, ensuring every idea is culturally relevant, performance-aware, and creatively strong.

As a Content and Creative Director, you will lead a team of content creators and copywriters, collaborate closely with strategy, design, motion, and account teams, and turn business objectives into content systems and integrated creative campaigns that consistently deliver value across the MENA region.

### Responsibilities

- Own the content and creative direction across multiple client accounts, including tone of voice, messaging, and storytelling.
- Lead the development of content strategies, campaign narratives, and always-on content systems.
- Drive integrated creative thinking across platforms, ensuring content, design, and motion align into one strong idea.
- Write, review, and elevate copy across formats such as social posts, scripts, articles, web copy, and presentations.
- Lead brainstorming, concept development, and campaign messaging with clear creative direction.
- Manage and mentor content creators and copywriters; set clear standards, workflows, and feedback loops.
- Collaborate with design and motion teams to bring ideas to life and maintain a consistently high creative bar.
- Work with strategy and account teams to translate client goals into actionable creative workstreams and deliverables.
- Ensure content is platform-native and aligned with trends without losing brand consistency.
- Oversee shoot preparation when needed, including scripts, shot lists, interview prompts, and voice-over direction.
- Track performance and insights, refining content based on learnings and results.
- Maintain quality, consistency, and deadlines across multiple streams of work.

### Qualifications

- 6+ years of experience in content, copywriting, creative direction, or content strategy, preferably within an agency environment.
- Proven experience working on MENA region brands and audiences, with strong cultural understanding across markets.
- Strong leadership experience managing a team and driving quality across output.
- Excellent writing and editing skills in Arabic and English, with strong tone control and cultural nuance.
- Strong understanding of platform behavior and content formats across Instagram, TikTok, YouTube, LinkedIn, and X.
- Proven ability to build strategies that balance creativity with performance.
- Strong presentation and client-facing communication skills.
- Organized and able to manage multiple accounts and deadlines.

### Hiring organization

3KG

### Employment Type

Full-time

### Job Location

Maadi, Cairo, Egypt

### Working Hours

8 Hours

### Date posted

January 14, 2026

### Valid through

05.07.2025

**Skills**

- Experience with brand voice development and messaging frameworks.
- Familiarity with SEO and long-form content strategy.
- Experience directing voice-over, interviews, or short-form video scripts.
- Understanding of content analytics and reporting tools.
- Experience leading integrated creative campaigns across digital, social, film, and brand touchpoints.

**Job Benefits**

- Profit share linked to performance and business impact
- Health insurance
- Social insurance under Egyptian law
- Professional development opportunities
- A collaborative and inclusive work environment