

SSAPP3 Creative Director

1. Job role

TCF sub-sector	Apparel
Functional area	Product Design and Development
Job role	SSAPP3 Creative Director
Job role description	Provides strategic creative leadership for apparel brands and product ranges. The Creative Director establishes the overall design vision, seasonal direction and brand aesthetic across product categories including cut and sew garments and knitwear. The role leads design teams, collaborates with product development and merchandising functions and ensures collections align with brand identity, market positioning and commercial objectives.
Performance expectations	- Define the creative direction and design vision for apparel collections - Lead seasonal concept development and range architecture - Guide design teams including fashion designers and knitwear designers - Ensure collections align with brand identity and target market - Collaborate with merchandising, buying and product development teams - Oversee design quality and consistency across product ranges - Support innovation in materials, silhouettes and product concepts - Maintain commercial alignment between creative direction and business strategy
Specialisation	Creative leadership for fashion and apparel product design including seasonal collection development, brand identity management and cross-functional product strategy.
Application in other TCF sectors	- Footwear design leadership and product direction - Textile and fabric product design leadership - Uniform and workwear product range direction - Outdoor and technical apparel design leadership - Fashion accessories and lifestyle product design

2. Key tasks and critical work functions

Key tasks	- Define seasonal design themes, concepts and colour direction - Lead development of apparel collections and product ranges - Direct design teams and coordinate creative workflows - Review and approve garment designs and product concepts - Collaborate with product developers and technical designers
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	• Ensure design feasibility for manufacturing and sourcing • Participate in range planning with merchandising teams • Monitor fashion, consumer and material trends
Critical work functions	• Maintaining strong brand identity across product collections • Ensuring design concepts translate effectively into manufacturable products • Balancing creative innovation with commercial performance • Guiding cross-functional collaboration between design and product teams • Maintaining consistency in product aesthetics and quality • Supporting strategic product development decisions

3. Technical skills

Creative direction	Develop and communicate a clear design vision for apparel collections.
Collection architecture	Structure seasonal product ranges across categories and price points.
Fashion trend analysis	Interpret global fashion and consumer trends.
Product design oversight	Guide designers in garment silhouette, materials and styling.
Material and fabric knowledge	Understand textile and knitwear materials and performance characteristics.
Product lifecycle understanding	Understand the design-to-production development process.
Design systems and tools	Work with digital design tools and product development platforms.
Brand strategy alignment	Ensure creative decisions align with brand positioning and market strategy.

4. Generic Skills

Leadership	Lead and inspire multidisciplinary design teams.
Strategic thinking	Align creative direction with long-term brand strategy.
Communication	Communicate design vision across creative and commercial teams.
Decision making	Approve designs and product concepts.
Collaboration	Work with merchandising, sourcing and production functions.
Innovation	Encourage experimentation and creative development.

5. Emerging skills

Emerging skills	• Digital fashion design and virtual product development • 3D garment visualisation technologies • Sustainable and circular apparel design strategies • Data-driven consumer insight integration in design • Integration of digital product development platforms
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6. VET Qualifications and Skill Sets

Entry-level preparation	MST50122 Diploma of Apparel, Fashion and Textiles or equivalent
Advanced development	MST60122 Advanced Diploma of Apparel, Fashion and Textiles or equivalent or bachelor's degree in Fashion Design, Textile Design, Creative Direction or Fashion Business.

7. Job progression

Possible job progression	Designer → Senior Designer → Head of Design → Creative Director → Chief Creative Officer
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8. Classification

Australian Qualifications Framework	AQF Level 5-7
Australian Bureau of Statistics (ABS) Skill Levels	Skill Level 1 - Creative Director / Design Manager
Open Source Classification of Occupations for Australia (OSCA)	Creative Director - Fashion and Apparel



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