



Lead, Performance Creative (Full-Time Role)

Los Angeles, CA (Remote)

JOB TITLE: Lead, Performance Creative

WHO WE ARE:

Quality Media is building the most trusted, differentiated growth engine in the industry.

Founded by former brand operators, we were frustrated by the gap between media performance and brand equity, so we built what we wished existed: a unified model combining thumb-stopping creative, full-funnel paid media, and the third-party authority of our owned editorial properties including *The Quality Edit*.

We lead with a human-first mindset, creative that actually performs, and a ruthless focus on trust, efficiency, and outcomes. If you're energized by ambitious growth, storytelling that sells, creative excellence, and reshaping how iconic brands scale, you'll thrive here.

ROLE OVERVIEW:

We're hiring a Head of Performance Creative to lead and elevate our growing creative team including strategists, copywriters, creative ops, designers, and editors.

This is a rare opportunity to shape the future of performance creative at one of the fastest-growing agencies in DTC. Your mandate: build a world-class team, raise the creative bar, and ensure we're delivering the best direct response ads in the industry.

WHAT YOU'LL OWN:

Creative Leadership & Team Development

- Manage, mentor, and grow a multidisciplinary team of performance creatives.
- Set clear standards for creative excellence, process, and outcomes.
- Drive team rituals (reviews, retros, brainstorming) that sharpen the work and uplevel talent.

Creative Strategy & Execution

- Own the creative roadmap across all clients—ensuring ideas, briefs, and executions are grounded in performance strategy.
- Oversee campaign ideation, scripting, and visual direction across Meta, TikTok, YouTube, Google, and emerging platforms.
- Push creative boundaries while staying rooted in hooks, headlines, and formats that scale.

Performance Insights & Iteration

- Partner closely with growth strategists to translate data into creative insight.
- Build systems for rapid creative testing and learnings sharing across clients.



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- Ensure we're proactively staying ahead of fatigue and trend cycles with fresh, strategic concepts.

Cross-Functional Partnership

- Collaborate with Paid Media, Editorial, and Content leads to integrate campaigns across platforms and formats.
- Champion creative POVs in client strategy sessions and performance reviews.

WHAT SUCCESS LOOKS LIKE:

- Our creative consistently outperforms client benchmarks—and earns more spend.
- Our team becomes known for high-velocity output and category-defining work.
- You build a culture of creative rigor, feedback, experimentation, and strategic thinking.
- Clients see us as a true performance *creative* partner, not just a media agency.

QUALIFICATIONS:

- 6+ years in a performance creative, creative strategy, or content marketing role at a DTC brand or agency.
- Experience leading teams and growing creative talent in a fast-paced environment.
- Proven track record of shipping ads that drive measurable performance (lower CAC, higher ROAS, better CTRs).
- Deep understanding of what works across Meta, TikTok, YouTube, and emerging paid channels.
- Strong creative instincts paired with the ability to ground ideas in data and strategic insight.
- Experience briefing and collaborating with copywriters, editors, and designers.
- Bonus: Hands-on experience with UGC, whitelisting, and platform-native creative.

WORK ENVIRONMENT:

- Competitive comp
- Health Insurance (Medical, Vision and Dental)
- 401(k) retirement plan with competitive matching
- Fast-paced, energetic, creative, autonomous environment with a supportive team. Casual and encouraging work environment with a Slack channel that's *actually* fun.
- Ample opportunities for professional development and growth at the ground floor of a fast growing startup.
- Remote with regular team outings in LA and an annual all hands off site
- Mentorship for professional growth
- Flexible Vacation Policy
- Free DTC products to test