

# Creative Director

The Creative Director directs all graphic and website design, copy, video, animation, photography, promotional assets, and more, that will form the content of our websites, social media and other channels.

The Creative Director leads a team of staff, volunteers and freelancers to help in all aspects of content creation and creative development working with marketing and technology on all initiatives.

## Role and Responsibilities

### Leadership

1. Lead and supervise a team of contributing writers, editors, video and graphic producers, and other content creators and developers.
2. Shape brand standards and create procedures to ensure all products are brand appropriate.
3. Direct brainstorming meetings and creative sessions.
4. Along with Content Distribution, lead the development of creative ideas and concepts for original content (words, graphics, audio and video)
5. Help bring new ideas for design and content creation and keep the team up-to-date with the latest trends in content marketing.
6. Evolve and ensure consistency and integrity behind the project's brand and brand guidelines.
7. Ensure best practices for online user experiences including site navigation, functionality and interactivity.

### Operations

1. Produce creative briefs and provide creative direction on video, web, and graphic design projects.
2. Manage a production calendar and the team responsible for hitting those deadlines.
3. Supervise the department's daily workflow, assign project workload, and monitor deadlines and budgets.
4. Establish and implement standards of quality, accuracy, consistency, timeliness, style, voice, and brand control.
5. Oversee editing of content produced by teammates, including copy-editing prior to publishing.
6. Under guidance from distribution, optimize content for search engines and lead generation
7. Employ tools that help streamline the task of finding and sharing good content.
8. Manage other design needs such as presentations and collateral material as needed.

## Preferred Skills and Qualifications

1. Bachelor's degree or equivalent training in relevant fields such as art, graphic design, marketing, communications, journalism and others..
2. A minimum of 5 years' digital experience, particularly with, but not limited to web, social and emerging technologies.
3. Must be a creative and strategic thinker.
4. Have an in-depth knowledge of brand development and multichannel marketing models.
5. A solid understanding of design, copy and web practices

6. Excellent eye for design and typography and the ability to deliver constructive feedback on projects to the creative team.
7. Great communicator, both in conveying design best practices and project details/ideas across all levels of the project, including the executive team.
8. Good interpersonal communication skills.

## General Qualifications

1. Results-oriented; proven ability to prioritize, drive and achieve results through self and others under time pressure.
2. Demonstrated ability to work productively with counterparts in a cross-functional capacity
3. Ability to effectively prioritize and manage your time to address multiple responsibilities with an uncompromising approach to hitting deadlines
4. Must be able to respond quickly in an environment of changing priorities
5. Must be able to communicate in a calm and collected fashion

## Time Commitment:

At present, the position requires a minimum commitment of 12 to 15 hours per week. Devotees seeking full-time service may need to accept additional responsibilities as the service develops.

## How to Apply

To apply for this position, please use our online application form at <http://gbcsp.com/serviceapplication>

To see other available positions and to learn more about the GBC SPT, visit <http://gbcsp.com/service>