



JOB DESCRIPTION

Position: Creative Director

Position type: Management role, salaried

Summary:

SPARK Advertising (www.startaspark.com) is seeking to fill the important role of Creative Director at our full-service marketing agency. The Creative Director is responsible for the artistic direction and vision of our agency, its work products and our clients' brands and marketing. The role heads our design department and is responsible for managing graphic design staff and partners. The role also serves as part of our agency Leadership Team. The Creative Director reports to an accomplished and experienced Vice President.

Primary Position Responsibilities:

At SPARK Advertising, the Creative Director oversees the agency's creative function and team, ensuring the development of products are high-quality, artistic and creative for clients. This team includes strategists, copywriters and designers. The role also works with Account Executives and other specialists. The Creative Director develops clients' promotions campaigns, conceptualizes ideas, assigns and coordinates tasks with staff and partners and verifies deadlines are being met.

Additional Responsibilities and Required Skills

- Knowledge of layouts, graphic fundamentals, photography, color theory, typography and the application of artwork on webpages.
- Experience with design software such as Photoshop, Illustrator and InDesign
- Must possess a thorough understanding of interactive communications and delivery systems, processes, and user interface design as well as industry best practices.
- Print and web design capabilities: must know how to work in both media for integrated campaigns.
- A strong working knowledge and experience in design, brand development, interactive commerce and creative process.
- Ability to lead projects from concept to completion.
- Apply best practices in user interface and interactive design, including image optimization and site mapping.
- Experience with Adobe AfterEffects, Adobe Premiere is a plus for this position
- Knowledge of HTML, CSS, Actionscript a plus.
- Must understand animation systems including Flash and have the ability to storyboard or translate ideas to designers and develop innovative motion graphics solutions.
- Ability to make evaluative judgments.
- Ability to communicate effectively, both orally and in writing.
- Ability to supervise and train employees, to include organizing, prioritizing, and scheduling work assignments.
- Passion, Integrity, and Energy.
- Ability to lead a team of brand advocates.
- Must be team oriented and dedicated to meeting client needs.
- Must be able to travel and meet with clients and present and defend agency work.



Qualifications:

To fill this role, SPARK is seeking an experienced, accomplished and fundamentally creative individual. Specific experience and education requirements include:

- At least five years experience in a senior leadership role overseeing artistic design, preferably in a creative director capacity within an agency
- An undergraduate degree in Fine Arts or related field or equivalent visual design; graduate work is a plus
- At least four years management experience working with large-scale web sites, e-marketing and content management-driven web systems
- Significant artistic accomplishments including prominent designs that were produced and sold, the development of logos and branding visual systems and the design and creative work for videos, three-dimensional objects, packaging and animations

The SPARK Advertising experience:

SPARK prides itself on being a small, dynamic agency that provides big-agency quality and opportunities while giving clients an intimate culture and experience, value and efficiency. Given that our agency is kept modest in size by design, employees often find themselves playing many roles to help the agency function including strategy, creative production, cleaning, shopping, ordering materials and client entertainment. Candidates for SPARK employment need to be high caliber professionals and team players to be successful in our agency culture.

Additional Information:

- **Compensation:** SPARK Advertising provides a competitive compensation plan including salary, vacation time, health insurance and retirement plan. Salary is based on position grade and qualifications. Some positions are eligible for commissions based on sales and new business development opportunities. Specific compensation is outlined in a job offer made to a candidate.
- **Tools for success:** All working tools are provided by SPARK Advertising. They include a computer, cell phone and expense account. Working location is SPARK Advertising's office, 247 E. Wisconsin Ave, Neenah, Wis. Typical working hours are weekdays 8 a.m. to 5 p.m.
- **At-will employer.** Employment at SPARK Advertising is voluntarily entered into, and employees are free to resign at will at any time, with or without cause. Also, SPARK may terminate the employment relationship at will at any time, with or without notice or cause, so long as there is no violation of applicable federal or state law.

How to Apply:

Email your resumé and work samples/portfolio to: rayf@startaspark.com with "Creative Director" in the subject line, or mail to: SPARK Advertising

247 E. Wisconsin Ave.
Neenah, WI 54956
Attn: Ray Faccio