

**ONE SOURCE INDUSTRIES, LLC  
JOB DESCRIPTION**

**Job Title:** Creative Director  
**Reports To:** CEO  
**Prepared By:** Human Resources/Management  
**Prepared Date:** October 2017

**SUMMARY:**

Under general supervision, the Creative Director will be responsible to lead their team and develop creative guidelines and the overall creative direction for the enterprise in regards to client promotions and campaigns. This position will also work with the management team to enhance the overall corporate image, to include websites, advertising and all other marketing initiatives. The Creative Director will work with designers, graphic artists, sales team and clients to create a vision in support of the client overall goals and objectives. The Creative Director must have extensive retail, shopper marketing and brand knowledge and experience along with professional judgement to plan and execute all projects from concept through presentation. The Creative Director must be a great leader with the ability to enhance, develop and maximize the talents of their team.

**PRIMARY DUTIES AND RESPONSIBILITIES**

1. Prepare schedules and manages work flow of department
2. Manage the creative team while also being a coach and mentor to both enhance and develop the skillsets of those being managed.
3. Ability to communicate design direction to other designers and engineers.
4. Must stay ahead of current marketing, design and retail trends and technologies.
5. Detailed knowledge of major retailer design requirements and style guides
6. Prepare presentations and proposals.
7. Must have excellent communication and professional skills. Outstanding presentation skills to present ideas to clients in a confident and persuasive manner.
8. Work with CEO and management team to enhance corporate image to include website, print ads and any other marketing campaigns.
9. Work directly with sales team at client meetings, either in person or on phone.
10. Conceptualize client's vision at meetings via hand sketches.
11. Communicate concepts to design, engineering, and project management teams and lead client's design direction.
12. Perform proactive field research and provide solutions on how clients current and future merchandising initiatives can be improved.

## **SECONDARY DUTIES AND RESPONSIBILITIES**

1. Must stay current on manufacturing process and materials including any new innovative process or materials available, to also include new trends in technology.
2. Successful track record with major cliental.

## **MINIMUM EDUCATION AND EXPERIENCE**

- Four-year degree in related field.
- 10+ year's experience in POP and retail environment industries.

## **LICENSES/CERTIFICATIONS REQUIRED: N/A**

## **KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED**

- Ability to plan, persuade and execute proposals within timeframe and budgetary guidelines
- Ability to create a cohesive look and feel for the company as well as for clients' projects and programs.
- Ability to persuade and influence others (both internally and externally) and deliver outstanding presentations.
- A strong understanding of brand development and multichannel marketing concepts.
- Strong interpersonal and communication skills and the ability to work effectively with off-site personnel.
- Good knowledge of materials and manufacturing process
- Problem solver, future thinker, trend setter
- Compile data and information to prepare departmental reports
- Excellent computer skills.

## **WORKING CONDITIONS**

Work is normally performed in a typical interior office work environment. Some travel, domestic and international, will be required.

## **PHYSICAL EFFORT**

Limited physical effort required, ≤ 50 lbs – less than 1% of time.

## **ENVIRONMENTAL CONDITIONS**

None or very limited exposure to physical risk.

This job description does not promise or imply that the functions listed are the only duties to be performed or that the position may not change or be eliminated. Employees are always expected to follow their supervisors' instructions and to perform the tasks requested by their supervisor.

All employment with One Source Industries, LLC is for an unspecified term and is "at-will". This means that you may resign or be transferred, reassigned, suspended, or demoted at any time, with or without reason, and with or without advance notice. Furthermore, your employment may be terminated at any time, for any reason, with or without cause, and with or without notice.

Although other terms or conditions of employment may change, this at-will employment relationship as defined above will remain in effect throughout your employment with One Source Industries, LLC. This at-will nature of your employment relationship cannot be changed, waived or modified except by a written employment agreement signed by the employee and the President of OSI.

**Approvals:**

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CEO, One Source Industries

\_\_\_\_\_  
Date

\_\_\_\_\_  
Creative Director

\_\_\_\_\_  
Date