



Marketing Creative Manager

Based in Bloomington, MN

The Creative Manager is responsible for leading an in-house and freelance team of creative collaborators and doers, including visual designers, copywriters, social media, e-marketing and print marketing specialists. This is the job for the person with great marketing instincts and passion, involving development of integrated, cross-platform campaign concepts that communicate through story compelling and emotionally engaging product and brand campaigns. This position leads the day to day responsibilities of the marketing team, keeping team members on deadline, leading collaborative ideation brainstorming sessions, conceptualizing campaigns, assigning projects to staff and listening to all stakeholders in a project or campaign to result in campaigns and efforts that move the audience to adoption.

It is essential that this position be able to complete and support the following functions:

- Continuously freshen the brand standards to keep them relevant and contemporary, develop creative standards for visual design, wordmarks, and product brand marks, and direct the marketing creative work, including print collateral, websites, email campaigns, social media and publicity promotions.
- This is a position that requires adaptability, agility, dynamic, iterative approach. This is a creative conceptualizing position as well as a roll-up-the-sleeves and get it done position. One day may be brainstorming new product brand marks, the next may be storyboarding a comprehensive, multi-channel integrated launch campaign, and the next may be writing copy or crafting an ecampaign, or creating the schedule for all marketing campaigns.
- The Creative Manager is a leader who can maximize the talents of others with whom they directly manage or indirectly collaborate. The Creative Manager has to inspire others and draw out the depth of creativity of the entire team.

Required Skills and Aptitudes

- While a degree in marketing, communication arts or a related field is a bonus, the Creative Manager more importantly must possess a high degree of self-initiative and drive, boundless creative energy, mastery of storytelling, highly developed marketing communication instincts, and a passion for our audience and message. We're looking for someone who brings 3-5 years' experience in creative work, brand development, and project management to join our team that works in an open collaborative work environment.
- Thorough understanding of interactive communications (i.e., website, email, social media) and delivery systems, processes, and user interface design as well as industry best practices.
- Knowledge of layouts, graphic fundamentals, and ability to storyboard or translate ideas to designers.
- Strong working knowledge of experience design, brand development, and multi-channel marketing concepts.
- Knowledge of both print and interactive marketing capabilities.
- Excellent leadership skills.
- Supervisory experience a plus.
- Excellent communication skills.
- Passion, Integrity, and Energy!

Please send resume with cover letter and/or COVER VIDEO to: humanresources@smp.org