



JOB POSTING

Position: **Creative Director**
Posted: **December 29, 2011**
Applications Due: **January 12, 2012**

Department: Marketing

Reports To: President

Career Level: Experienced

Summary: Manages relationship with design firm, oversees promotional activities and directs production of catalog and marketing collateral and product merchandising by performing the essential duties and responsibilities below:

Essential Duties and Responsibilities: include the following. Other duties may be assigned.

- Assists in development of and executes marketing plans and goals for one high volume catalog or several smaller catalogs.
- Is responsible to manage and execute the deliverables with the design/PR firm
- Incorporates brand guidelines, consistent corporate format and all design and image elements to support activities within e-Commerce, social media, tradeshow and sales departments
- Directs product, packaging and marketing collateral to support product development
- Oversees public relations strategy and communication to raise industry and overall awareness of company, brand and products.
- Assists in sales projections by assisting in the forecasting of sales from catalogs and other marketing activities.
- Monitors competitive catalogs and market share, and recommends action to maximize catalog marketing strategies.
- Interacts with stakeholders to determine optimal creative direction.
- Develops an understanding of our business, products, industry and competition.
- Develops an understanding of the communities we serve and our relationships with them.
- Maintains awareness of the profession of advertising, marketing, and creative services.
- Establishes brand guidelines and oversees implementation.
- Oversees design, development, and production of catalogs and other marketing materials
- Researches and recommends collateral products to broaden catalogs and expand market share.
- Possess superior presentation skills and the ability to collaborate effectively with internal and external decision-makers and influencers.
- Communicate effectively with team members, and other project related groups to ensure project objectives are understood and consistently met, communicating project status and recommending adjustments to plan.
- Inspires, leads, and excites creative team.
- Effectively utilizes internal resources and effectively sources and manages outside creative resources.
- Maintains schedule for graphic design and Marketing Department activities.
- Establishes strategic marketing goals for catalog sales for marketing initiatives including catalogs, product sales, and promotional pieces.
- Ensures maintenance of consistent corporate format for all catalogs and other media materials.
- Assists in production of all photo and video content including conducting photo and video shoots.
- Supervises and instructs graphic designers.

Experience: Minimum of 7 years experience in "hands on" creative and creative management with a general acumen and savvy in consumer products marketing. Ideal candidates will have evolved through the creative / graphic design to creative/ art directorial roles in agency or client settings.

Computer Skills/Office Equipment: Basic computer and office equipment skills needed, unless otherwise specified



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